

TMB Studios
Website Development Questionnaire

Name of Business/Organization _____

Address _____

Contact Name _____

Phone _____ E-Mail _____

What is the Goal/Mission of your Business/Organization?

LOGO/TAGLINE

Do you currently have a logo? Y N

If no, do you want us to create one? Y N

Do you currently have a tagline? Y N

If yes, what is it? _____

OBJECTIVE

What is the objective of your website?

___ Online sales (E-commerce)

___ Provide information on products/services

___ Draw customers to your physical business location

___ Make potential customers/visitors aware of your presence

___ Provide news on events/special sales

Other

Who is your target audience? _____

IMAGE/STYLE

What words best describe the image/style you wish to project for your business/organization? Check as many as apply.

- | | | |
|---------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Corporate | <input type="checkbox"/> Creative |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Personal | <input type="checkbox"/> Low cost |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Expensive | <input type="checkbox"/> Exciting |
| <input type="checkbox"/> Cutting Edge | <input type="checkbox"/> Affordable | <input type="checkbox"/> Elite |
| <input type="checkbox"/> Formal | <input type="checkbox"/> Casual | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Serious | <input type="checkbox"/> Friendly | <input type="checkbox"/> Fun/Festive |
| <input type="checkbox"/> Other _____ | | |

What words best describe the style you wish for your website? Check as many as apply.

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Serene | <input type="checkbox"/> Elegant | <input type="checkbox"/> Mellow |
| <input type="checkbox"/> Spiritual | <input type="checkbox"/> Funky | <input type="checkbox"/> Comforting, caring |
| <input type="checkbox"/> Powerful | <input type="checkbox"/> Ethnic | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Cool | <input type="checkbox"/> Natural/Organic | <input type="checkbox"/> Sensual |
| <input type="checkbox"/> Technical | <input type="checkbox"/> High tech | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Funky | <input type="checkbox"/> Frivolous | <input type="checkbox"/> Delicate |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Fun | <input type="checkbox"/> Energetic |
| <input type="checkbox"/> Simple | <input type="checkbox"/> Flashy | <input type="checkbox"/> Historical |
| <input type="checkbox"/> Artistic | <input type="checkbox"/> Muted | <input type="checkbox"/> Festive |
| <input type="checkbox"/> Hip | <input type="checkbox"/> Soft | <input type="checkbox"/> Fanciful |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Playful | <input type="checkbox"/> Down to Earth |
| <input type="checkbox"/> Other _____ | | |

Are there specific colors you would like used for your site?

Please give us some examples of websites you like, and why you like them

Please give some examples of websites you DO NOT like, and why

List one or two sample sites with a structure and layout similar to what you want

FEATURES/FUNCTIONALITY

Check features you wish your website to have

- | | | |
|---|--|--|
| <input type="checkbox"/> Contact forms (#?_____) | <input type="checkbox"/> FAQ's | <input type="checkbox"/> Guestbook |
| <input type="checkbox"/> Opinion Polls | <input type="checkbox"/> Links | <input type="checkbox"/> Photo Galleries |
| <input type="checkbox"/> Message board | <input type="checkbox"/> Site search feature | |
| <input type="checkbox"/> Chat room | <input type="checkbox"/> Secure access to certain sections | |
| <input type="checkbox"/> Calendar of events | <input type="checkbox"/> PDF files | |
| <input checked="" type="checkbox"/> Multi-media files | <input type="checkbox"/> Database search | |
| <input type="checkbox"/> E-commerce Shopping Cart (Projected # of products _____) | | |
| <input type="checkbox"/> Other _____ | | |

CONTENT

How will the text content of the site be provided?

- ___ Use current website's text
- ___ We will provide the text content in electronic form
- ___ We will provide the text content in printed form

If any of the above, do you wish TMB Studios to

- () Edit/clean up text or
- () Copy provided text exactly as written?

- ___ We wish for you to author the text copy
- ___ Other _____

How will the images/graphics of your website be provided?

- ___ Use images/graphics of present site
- ___ We will provide the images/graphics in electronic form
Will the electronic images need to be resized/enhanced/edited? Y N
- ___ We have printed photos (need scanning)
- ___ We want TMB Studios to provide images/graphics

GENERAL

Do you have a desired launch date for your website? _____

Is this date flexible, or is it time-sensitive? _____

Do you have a web host you wish to use? Y N _____

If no, would you like us to suggest one? Y N

Do you have a domain name? Y N

If no, would you like us to obtain one? Y N

Desired domain names and variations: _____

Do you wish to maintain your own site? Yes No Maybe

If you have an interest in maintaining your own site, what is the level of web experience of the person who will be responsible for the maintenance? What software are they familiar with?

How do you plan to promote your site?

- | | |
|--|--|
| <input type="checkbox"/> Printed flyers | <input type="checkbox"/> Radio/TV advertising |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Newspaper advertising | <input type="checkbox"/> Online advertising (Pay-per-click, etc) |

Do you wish TMB Studios to assist you with any of the above?

What is your overall budget for this project? \$_____