|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date |  | | | |
| Client’s name and organisation |  | | | |
| Client’s contact details | T |  | E |  |
| Job name |  | | | |

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| What does your business/ organisation do?­­­ |
|  |
| What is your point of difference/what makes you unique? |
|  |
| Who are your main competitors? |
|  |
| Who is your target audience/stakeholders? |
|  |
| What business goals would you like this design to achieve? |
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|  | Establish a web presence, increase marketing and product branding | |
|  | Increase sales | |
|  | Generate business leads | |
|  | Increase international presence of your organisation | |
|  | Generate requests for information | |
|  | Support existing advertising, promotional efforts | |
|  | Offer customer service | |
|  | Build store or business traffic | |
|  | Provide latest information regarding new products/services, sales, promos and events | |
|  | Build a database for emailing | |
|  | Position the company as technologically advanced | |
|  | Provide directions to consumers | |
|  | Survey customers/prospects | |
|  | Recruit new employees/post job opportunities | |
|  | | Download PDF information fact sheets |
|  | | Browse your products |
|  | | Buy online |
|  | | Book online |
|  | | Undecided |
|  | | Other |

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| --- | --- | --- |
| Number of concepts required? |  | |
| Do you require a holding page while the site is being built? |  | |
| Number of web pages? |  | |
| Are sub pages required? | Yes | No |
| Names of pages, please list e.g. Home, About, Services, Shop, Contact etc. |  | |
| Is there an existing corporate ID/Logo/Brand? |  | |
| Is there existing web content? | Yes | No |
| How will the text be supplied (as a Word document, PDF etc)? |  | |
| Will images be supplied or is an image search required? |  | |
| Do you require copywriting services? | Yes | No |
| Do you require a photo shoot? | Yes | No |
| What mandatory’s are required to appear on the design? (i.e. logos) |  | |
| Do you need a content management system (CMS) to be able to access and update your website content independently? | Yes | No |
| Do you require us to populate the website with your content? | Yes | No |
| Does it need to be mobile and tablet responsive? | Yes | No |
| Any special plugins required? |  | |
| Is a web style guide required? | Yes | No |
| Any special requirements? |  | |

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|  | News and specials |
|  | Products/services |
|  | Contact details |
|  | Security verification on contact page |
|  | Photo gallery/slideshows |
|  | Google map and/or opening times |
|  | Links to partners and affiliates |
|  | Downloadable PDFs |
|  | FAQ |
|  | Policies (terms of use, privacy, security) |
|  | Shop |
|  | Forms – order form, feedback form, contact form etc. |
|  | Newsletter subscription box or archive |
|  | Blog |
|  | Event calendar |
|  | Press release/package |
|  | Animation or any moving elements |
|  | Sound |
|  | Video |
|  | Forum |
|  | Privacy policy |
|  | Text size increase |
|  | Databases |
|  | Members section/staff login |
|  | Business or resource catalogue/index |
|  | SEO built into code (keywords to be provided by the client) |
|  | Search function (simple or advanced) |
|  | Competition entries and rankings |

|  |  |
| --- | --- |
| How many products? |  |
| Will there be any product categories? |  |
| Different colours/sizes for products? |  |
| Limited quantities? One of a kind products? |  |
| Payment option/s (eg Paypal, direct transfer, cheque, Credit Card) |  |
| Postage charges (eg flat rate, weight, international options) |  |
| Does the client want a tick box to receive email notifications (in the checkout)? |  |
| Email for sales verification to buyer – will it be branded? |  |
| Paypal – ‘Web Developers Referal Program’ is this required? |  |
| Paypal receipt page (after user has purchased) – will it be branded? |  |

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| Site title |  |
| Domain name |  |
| Name of web hosting service |  |
| Hosting account user name |  |
| Hosting account password |  |
| Email address of hosting service |  |
| Do you want any other domains or sub domains for specific functions of your site? |  |
| Would you like to have a mailing list or any auto-responder email services? Include details? |  |
| Are any other domains being repointed to the new site? If so, Domain logins are required |  |
| Do you require Papercut to set up the email addresses? If so, what will they be? |  |