

WEBSITE REQUEST FORM

NAME:	
ADDRESS:	
PHONE:	
DATE:	

THANKS

Thank you for considering *creative fruition* for your website needs.

To make sure that we understand exactly what you need from your website and what you hope to achieve from the design and development we've created a questionnaire for you to complete.

If you are unsure of how to answer a question please leave it blank and we'll discuss it with you in more detail while we work on a proposal for you.

You can fax this form to 08 9355 1444 or email it to us at delphie@creativefruition.com.au

COMPANY INFORMATION

Organisation name:

Company ABN:

Company Age:

Contact Details:

List offline (phone, mobile & fax) and online (Email, MSN Messenger & Skype) contact details.

Who are key contacts in your organisation in relation to website design?

What are the main services that your organisation offers?

What are the key selling points of your organisation?

CONTINUED...

SITE USER DISCOVERY

Who is the site for?

Identify what kind of person or people will visit the site. This determines the style and theme of the site.

What are visitors trying to achieve when they visit the site?

*Are they trying to place an order, research a product or looking for directions to your place of business?
The site can be designed to help them achieve their goals effectively.*

What do *YOU* want them to achieve when they visit the site?

Usually this ties in with the above question but sometimes you have other goals such as upselling a product or getting them to contact you.

How frequently do you expect the same people to use the site?

If you expect them to visit often such as an ecommerce store or a news page then the design will be different to a static site.



CONTINUED...

DESIGN DISCOVERY

If you have a current website, what would you list as the major downfalls of your current web design/structure?

Poor design, confusing layout, broken links etc

Are there any websites that you like the look or feel of and feel that a similar design, layout would benefit your business?

What sort of image would you like the site to reflect? (E.g. Clean and professional, funky or classic)

Do you have a company colour scheme? Give a few options if possible.

Do you have a logo for the site in electronic format?

Will you be providing pictures and graphics from your existing marketing material in electronic format? If not do you need us to design or edit images for you?

Will you be able to supply us with a site map or a list of pages you know you would like in your site.



CONTINUED...

FUNCTIONALITY & FEATURES

Are there any other features that you require us to integrate into your site such as a picture gallery or forum?

Do you need the facility to update content yourself or do you want *creative fruition* to handle that?

PROJECT MANAGEMENT

When do you want work to start on the site?

When do you plan to launch the new site? Has a date been earmarked for a specific reason?

What have you budgeted for the site?

Please answer this question as accurately and honestly as possible.

Providing us with an honest budget will help determine what we can and cannot accomplish to meet your website launch date and also what features can be built into the site.

- \$3,000 - \$5,000
- \$5,000 - \$8,000
- \$8,000 - \$15,000
- \$15,000+

Are you interested in a lease plan for the site?

Leasing is a minimum 24 month agreement between *creative fruition* and yourself which includes site design, hosting and maintenance during that period.



CONTINUED...

SITE PROMOTION AND METRICS

**How would your users, other departments find out about your website?
For example do you list it in any directories, brochures or are you linked to other sites?**

Would you like us to advise you on how to promote your site to users or have you already got a plan in place?

How will you measure the success of the site?

Success can be measured in terms of what you want the site to achieve. For example the number of emails via the contact form or products sold.

