



The Artstract Co.  
240-1 Muskoka Road South  
Gravenhurst, Ontario P1P 1H5

P: 705-687-1510  
F: 705-687-2003

[www.theartstract.com](http://www.theartstract.com)

## Web Site Development Preliminary Questionnaire

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### About The Artstract Co.

The Artstract Co. is a full service design and printing firm offering design for print and multi-media as well as conventional and large format printing and copying, booklet creation, web site production, and much more. Our unique position in Gravenhurst allows us an understanding of the local atmosphere unmatched by other firms as well as an opportunity to provide our customers with outstanding work at a much better value than those situated in high-overhead environments. Our experienced staff, which includes members of The Association of Registered Graphic Designers of Ontario, have the expertise necessary take this and many other projects from imagination to reality.

Learn more about us by visiting our website at [www.theartstract.com](http://www.theartstract.com)

### About this Questionnaire

The purpose of this questionnaire is twofold. Firstly, by asking you to think about what you want your site to accomplish for you it will help you better understand not only your needs but what the site can do for you. Secondly, it helps us better understand your needs in less time, saving you money and providing for a more accurate and satisfying experience.

The questionnaire itself is somewhat lengthy but quite general, and as such may not cover all aspects of your site, nor is it meant to. The length means that it covers sections of web development that you may not be familiar with. Don't panic, just complete those sections you can and we will go over the rest with you.



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## About You

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Email Address \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Present Website URL (if any) \_\_\_\_\_



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### Company Details

Industry: \_\_\_\_\_

Who is your target audience? \_\_\_\_\_

\_\_\_\_\_

Who is your main competition? \_\_\_\_\_

Their website: \_\_\_\_\_

What do they do better than you? \_\_\_\_\_

\_\_\_\_\_

What do you do better than them? \_\_\_\_\_

\_\_\_\_\_

What purposes do you want your site to serve?

- |   |   |
|---|---|
| <input type="checkbox"/> Link to other websites                           | <input type="checkbox"/> Provide latest news and information on products/services, sales, promotions and events |
| <input type="checkbox"/> Stand out from the competition                   | <input type="checkbox"/> Build a database for emailing  |
| <input type="checkbox"/> Improve your image                               | <input type="checkbox"/> Position the company as technically advanced   |
| <input type="checkbox"/> Build an online community                        | <input type="checkbox"/> Provide customers with directions  |
| <input type="checkbox"/> Establish a web presence to pass on information  | <input type="checkbox"/> Survey customers/prospects   |
| <input type="checkbox"/> Show an online portfolio of products or services | <input type="checkbox"/> Recruit new employees  |
| <input type="checkbox"/> Sell products or services online                 | <input type="checkbox"/> Allow customers to contact us for support or inquiries                                 |
| <input type="checkbox"/> Increase sales                                   | <input type="checkbox"/> Accept online bookings   |
| <input type="checkbox"/> Generate leads                                   | <input type="checkbox"/> Provide videos, music or other media   |
| <input type="checkbox"/> Increase international presence                  | <input type="checkbox"/> Other: _____   |
| <input type="checkbox"/> Generate requests for information                | _____   |
| <input type="checkbox"/> Support existing advertising and promotion       | _____   |
| <input type="checkbox"/> Offer customer service                           | _____   |
| <input type="checkbox"/> Build store or business traffic                  | _____   |



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**Details About your Current Site**

Is the Domain Name Registered?       Yes       No

Current Site Domain Name: http:// \_\_\_\_\_

Host of Current Site: \_\_\_\_\_

Annual Cost: \_\_\_\_\_

Who Developed your Current Site? \_\_\_\_\_

What feedback have you had about your site?

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What features would you like to keep?

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What features don't you like?

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### About your Competition's Sites (Page \_\_ of \_\_)

We recommend that you evaluate three of your competitor's sites using this form. This is more information we can use to create a site suited to your needs, and the more sites you evaluate, the better we can understand your needs. Simply make a copy of this page for each site.

Competitor's Name: \_\_\_\_\_

Website: http://\_\_\_\_\_

What I like about their site: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What I don't like about their site: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Rate the site's Graphics:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Layout:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Colour scheme:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Amount of information presented:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Ease of finding information:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Use of interactive content:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Ease of getting more information:	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad



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## Planning Your Site

Have you thought about the design of your site?  Yes  No

Do you have a site layout in mind?  Yes  No

Do you want any interactive features for your visitors?  Yes  No

What type of features? \_\_\_\_\_

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Can visitors send email to you from the site?  Yes  No

Can visitors search within your site?  Yes  No

Have you decided on the main categories for your site?  Yes  No

What are the categories? \_\_\_\_\_

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Will the categories link to specific products and services or to more general subject areas with further sub-categories?  Products  Sub-Categories

What are the sub-categories? \_\_\_\_\_

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Would you like a guest book, shopping cart, order forms, a calendar of events or other similar features?  Yes  No

What features? \_\_\_\_\_

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### Site Development

This section details how involved you would like to get in the development and maintenance of your site. Choose Yes if you would like to take care of the portion in question yourself, or no if you would prefer that we handle it for you.

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| I can provide all the graphics and photos           | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| I can provide all the text content                  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| I already have a web address (domain name)          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| I already have a host for my site                   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| I want to be able to change part of the site myself | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| I want to make all future changes myself            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

### Budget & Timeline

Have you established a budget for this project?  Yes  No

My budget is: \$ \_\_\_\_\_

- This includes:
- Design & Concept Development
  - Site Development
  - Domain Name Registration
  - Hosting
  - Maintenance and Updates

I need this project completed by: \_\_\_\_\_



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### Current Site Information

If you have already registered a domain name or arranged for hosting, we will require the following information in order to configure and upload your site as well as for the purpose of establishing the hosting companies capabilities before quoting. Your domain name registrar and hosting company should be able to supply you with this information if you don't already have it.

#### **Domain Name**

Hosting Company Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Domain Name: http:// \_\_\_\_\_

Configure Domain Name at: http:// \_\_\_\_\_

Login: \_\_\_\_\_

Password: \_\_\_\_\_

#### **Hosting**

Hosting Company Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Control Panel URL: http:// \_\_\_\_\_

Control Panel Login: \_\_\_\_\_

Control Panel Password: \_\_\_\_\_

FTP Upload URL: ftp:// \_\_\_\_\_

FTP Login: \_\_\_\_\_

FTP Password: \_\_\_\_\_