Client Name:

Date:

Questionnaire for

Website Development

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I. Summary

The purpose of this questionnaire is to set a few ground rules and more importantly to gather some information that we at MMC feel is vital to the smooth development of your web solution. All the information asked for is important. Some very important decisions get made based on the information you supply so it really is important that you think things through.

This document does not tie you to anything. You will be given ample opportunity to refine and further discuss ideas and requirements. However we see this document as the foundation of the project. We all now the adage about building on a firm foundation!

Good Luck!

II. Primary Decision Maker

Please indicate who will be the primary decision maker. In other words, who has the final say? It is important that this person is onboard from the start and is involved in all decision making processes. It is not advisable to introduce your MD a week before the launch of your site, if he can then start adding requests or changing things at late stage.

III. Timescales

Please indicate your intended launch date giving any relevant information. Bear in mind most projects will take a minimum of 12 weeks to allow for design, production, collation of content and all the other aspects of a web development project which in our experience usually takes this long.

IV. Budget

What is your initial budget for the project? Can the project be carried out in stages to take pressure of your cash flow? Supply ball park figures. This will help us determine the type of solution we can offer you. Don't worry we will be able to give you options and a detailed breakdown of costs at a later stage.

V. Branding / Corporate Identity

Do you have an existing Brand/Logo/Corporate identity? If so do you wish us to use it? If you do we will need it provided in a digital format. This will be part of your content collection task. If you do not have any existing branding would you like us to create one for you? There will be a separate cost for this. Please give details here.

VI. Target Audience

State both your current target markets and your desired target markets. Try not to be too general here. We need to know if you are trying to break into new markets, or if your business is primarily targeted at a particular type of user group.

VII. Organisational Needs/Problems

State any needs or problems you have identified within your organization.

VIII. Business Goals/Objectives

State the business objectives you have developed to deal with the needs/problems above. Also state all of your business objectives and goals for the next few years whether or not they address a need or a problem above. We will use this information to decide what you need from your website

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IX. Additional Info

Any other relevant information that you think is important add here. If you have any functionality you think you would like on your website add it here but REMEMBER make sure you know WHY you want it. In other words what business objective is it to address? Please include the domain names you would like or indeed your current domain name.