

Thank you for considering Streamline Computing for your website needs.

To define your needs and provide you with an accurate estimate, we ask all of our clients to complete this website questionnaire. It's also a great planning tool for you, as well as a big help to us in defining your website's direction and features, ensuring you maximum results. If you have any questions, just let us know. We appreciate your time.

Contact Information

Your Name: _____ Email Address: _____

Your Company: _____ Phone Number: _____

Position / Title: _____ Website URL: _____

Company / Organization

What does your organization do? Why does it matter?

What is the general background of your company?

About Your Project

What are you trying to accomplish with your new website?

Who are your competitors? What are their strengths and/or weaknesses?

What differentiates you from your competition?

Are there any website (regardless of industry or location) that you consider inspiration for your website?

About Your Audience

Who will be visiting and using your website? Describe in as much detail as possible.

What information are they looking for? Or, what problems are they looking to solve?

What is the **primary action** a visitor should take when visiting your website? (E.g., register for an account, subscribing to a newsletter, making a purchase, read useful information, refer a friend.)

About Your Brand

Describe the **feelings** and **brand attributes** you want your site to convey. (E.g., warmth, friendliness, reassurance, comfort, excitement, humor, professionalism, technologically savvy, sophistication, reliability, and trustworthiness.)

Using adjectives and short phrases, describe the site's desired **look and feel**. (E.g., clean, edgy, classic, up-to-date, crisp, modern, traditional, corporate, artistic, and urban.)

Features and Scope

What is the estimated number of pages for your site?

Have you already created the site copy? If not, do you have a plan for tackling this effort?

What additional features or functionality do you want to integrate? (Video, audio, RSS, blogs, forums, ratings, etc.)

Time and Money

If you're working within a time frame, or have been given a mandatory launch date, list it here, and describe the events that surround this date, if any. (i.e., PR launch, store opening, tradeshow, annual report, marketing event)

What is your current budget for this project? (As part of our proposal, we will incorporate technologies that fit in your optimum budget range. Feel free to cast this as a ballpark or an ideal figure that is not set in stone.)

Questions / Comments

Is there anything else regarding the functionality or features of your website that we should know?

Do you have any questions for us?

Thanks!

Thank you for your time. Please return this document to us at your convenience, and we will be in touch soon!