

Web Design Intake Form

This form will take 15 to 20 minutes to complete. Please be as detailed as possible about your answers, as they are what guide us in envisioning a Website design that will best represent you, your company, interests, or organization. If you feel a question does not apply to your situation, please put in 'N/A' in that particular area.

Company Information

Company Name: _____
First Name _____ Last Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-Mail _____
Company URL _____

Briefly describe the service or product your company provides _____

What are your budget requirements or restrictions? _____

Decision Making Structure

Who will make decisions about the Website?

Name _____ E-Mail _____

Will anyone else be involved in the decision-making process? If so, who?

Defining Your Desired Website Style

Who is your direct competition?

Company Name _____
URL _____

Others? (Please list below)

What do you like or dislike about their Websites? _____

What products and/or services, distinguish you from your competition? _____

Identify 4 Websites (URLs) that reflect the style, color, and feel you would like for your Website:

Describe what you like (and dislike) about those sites. _____

Describe the colors and style/feel you would like to have in your Website. _____

Defining Your Audience

Describe your target market (ex: professional women ages 18-24, etc...) _____

How does the *majority* of your target market connect to the internet? (check one)

Dial-up DSL Cable

When someone remarks about your company, what would you want them to say? _____

Defining Your Website Priorities

We need our Website to...

- Feature information about products and services
- Advertise and/or sell products and services
- Reflect our vision/purpose
- Be better than our competitors'
- Create an Internet presence
- Other _____

Style (Select the most appropriate statements):

- Our site should be easy for us to maintain ourselves.
- Our site should have a very professional style and feel.
- Our site should be warm, welcoming – casual.
- Our site should feature lots of Flash, graphics, animation.
- Our site should load quickly – less graphic intensive.

Anticipated Design

Expected number of pages: _____

Will your site have forms or newsletter subscription form? _____

Describe _____

Describe the graphics you can/will provide _____

Describe the graphics to be developed by the Web designer _____

Stock photography requirements/budget, if any. _____

Will your site feature files/graphics to be downloaded for free? _____

Describe _____

Technical and Security Considerations

Will your site use a shopping cart? _____

(If so, you will require shopping cart technology, merchant accounts, and the ability to accept credit card payments. A secure area for your site may also be required.)

Will your site feature a 'members only' area? _____

(This will also require a password-protected area which may or may not require a secure area.)

Will your site require the use of a database to update and store product info? _____

Describe _____

Will your site contain Flash, video, audio, or animations? _____

Describe _____

Please mail your intake information to:

Rio Paso Web Design
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Questions? Call: 940-249-1541
or E-mail: riopasodesign@xanadoo.com