



Welcome!

Client input is the foundation upon which successful web sites are built. This document will help you articulate and identify the overall goals of your site design, including specific questions regarding message, audience, content, look and feel, and functionality.

Please answer the following questions and then rename this document to (your_business_name.doc) and email it to info@synergyprod.com.

Please allow us a minimum of two weeks to respond, so that we have an adequate amount of time to create a proposal for you.

Let's get the questions started...

Tell us a little about yourself...

Name:

Answer Here

Address:

Answer Here

Email:

Answer Here

Phone:

Answer Here

Existing Website URL?:

Answer Here

Company Name:

Answer Here

Describe your organization in one paragraph:

Answer Here

About your Site

What specific areas of your site do you feel will be successful? Why are they successful?

[Answer Here](#)

What are the main reasons you are wanting a website?

[Answer Here](#)

What is the main business problem you hope to solve with the website? How will you measure the success of the solution?

[Answer Here](#)

Audience/Desired Action

Describe a typical user coming to your site. How often is the user online and what does he/she generally use the web for? How old is the user and what does he/she do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

[Answer Here](#)

What is the primary “action” the user should take when coming to your site? (purchase, become a member, search for information, etc.)

[Answer Here](#)

What are the key reasons why the target user chooses your company’s products and/or services? (cost, service, value, etc.)

[Answer Here](#)

How many people (as far as you can tell) will access your site on a daily, weekly or monthly basis? How will you measure usage? Do you forecast usage to increase over the next year and by how much?

[Answer Here](#)

Perception

Use a few adjectives to describe how the user should perceive the site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)

[Answer Here](#)

How is your company currently perceived offline? Do you wish to carry through the same kind of message through your web site?

[Answer Here](#)

Please list competitor URLs and please comment on the strengths and weaknesses of your competitors websites.

[Answer Here](#)

List any URLs of sites you find compelling. What specifically do you like about these sites?

[Answer Here](#)

Time and Money

If you're working within a strict time frame, or have been given a mandatory launch date, list it here. If the project will launch in phases, kindly list proposed milestones and dates.

Answer here.

Please tell us your budget.

Answer here.

NOTE: Some organizations prefer not to reveal their budget in an initial contact, and others engage in "fishing trips" wherein they request bids from dozens of vendors and award the job to those who offer the lowest price. We understand both practices and respect the former. Synergy receives numerous Requests for Proposal, and one way we guess which clients are "serious" and which are merely fishing is to note whether or not the client has indicated at least a budgetary range if not a fixed dollar amount.

Some organizations aren't sure "what a site like ours costs" and look to the vendor to provide guidance. So as not to waste your time, Synergy does websites starting at around \$2000 US, depending on depth and complexity. Pure "design" jobs (comprising graphic design and but no html production start at \$1000)

Additional Notes/Comments

Please take as much space as you wish.