ali cat graphics

CLIENT QUESTIONNAIRE
Required for Website Design Quotation & Design

15414-75 Avenue
Edmonton, AB T5R 2Z1

ph: 780.940.6284
fax: 780.401.3369

eMail: info@alicatgraphics.ca
Website: www.alicatgraphics.ca

1. Client/Company Name:_____

2. Client/Company Address:_____   _____
(Suite #)   (Street address)

_____   _____   _____
(City)   (Prov/State)   (Postal/Zip Code)

3. Contact Information

a. Who is the contact person responsible for overseeing your participation in the website development?

Name: _____

Email: _____

Phone: _____

b. Is the person who has final approval on the project the same as 'a' above? ☐ Yes ☐ No
If no, please provide name and contact information for this person.   (If this is a Board of Directors, please provide list of names on a separate sheet.)

Name: _____

Email: _____

Phone: _____

3. Service

a. Do you need to: ☐ create a new site or ☐ redesign an existing site?

If this is a redesign, is your existing website currently online? ☐ No ☐ Yes…If yes, please

provide your existing URL: www. _____

If your existing site is not currently online, will you be able to provide Ali Cat with copies of all HTML files

that were previously online? ☐ Yes ☐ No

b. What type of site do you need? ☐ eCommerce ☐ Business/Company

☐ Non-profit organization ☐ Informative ☐ Advertising flier

☐ Personal home page ☐ Personal event ☐ Other (please describe)

c. What is your target deadline for having your site available to the public? _____ / _____ / _____
                                                                                          YYYY   MM   DD

d. What are the factors surrounding this deadline?

4. Company Information *(If this is for a personal site, please skip ahead to section 5.)*

a. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)

b. How do you envision this project supporting your company's missions and objectives?

c. How will you judge the success of this project? (What is a "win" for you?)

5. Purpose of Website

a. What do you hope to accomplish with this website? Please select all that apply.

☐ Educate   ☐ Sell Products   ☐ Sell Service   ☐ Promote Service

☐ Promote Products   ☐ Entertain   ☐ Survey   ☐ Answer FAQ's

☐ Generate leads   ☐ Generate business   ☐ Forum for discussion

☐ Provide Downloadable Information   ☐ Other (please describe):

b. Who will your typical visitors to your website be? (This is your "target audience.") Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.

c. In as much detail as possible, please describe what you hope to achieve with your website:

6. Budget

a. What is your company's budget for this project? *(We do not use this figure when calculating the price of the project. This information allows us to make suggestions and decisions that align with your budget)*

Development: $ _____   Maintenance: $ _____

Hosting: $ _____   Promotion: $ _____

b. What are your budget limitations? Can this project be broken in a phased manner to help you meet your goals?

7. Domain Name

a. Have **YOU** or **has anyone on your behalf** already **registered and paid** for a domain name for your site?

(i.e. http://www.mydomainname.com) ☐ No   ☐ Yes…If yes, what is the domain name you registered?

www. _____

What is the name of the company you used as a registrar? (The one you pay to renew your domain name annually, e.g. *RegisterYour.ca, Network Solutions*, etc.)

_____

b. If you have not already registered a domain name, would you like our assistance in developing one and

researching its availability? *Note:* We will let you know what is available for your final OK before paying to register any name.

☐ No ☐ Yes   If yes, please list a few ideas for domain names:
* *Note: some typical extension types are .com (business), .org (societies, associations), .ca (must reside in Canada), etc.*

Choice #1: www._____ Choice #3: www._____

Choice #2: www._____ Choice #4: www._____

8. Web Hosting

a. A "Web Host" is the company that will hold your website files and make them accessible on the World Wide Web.

    i. Do you have a current website host or preferred host? ☐ No *(skip to 8.b below)* ☐ Yes

    ii. If "yes", to '8.a.i' above, who is it (company name)?_____

    iii. Do you wish to continue using this host? ☐ Yes ☐ No *(skip to 8.b below)*

    iv. If you answered "yes" to '8.a.iii' above, we will need the username and password for logging on that the company gave you in order to publish the new site we are creating to your existing host's server.

    Will you be able to provide Ali Cat Graphics with that information? ☐ Yes ☐ No

b. If you do not yet have a host (new site), or you do not wish to continue using your current/existing host,

    would you like Ali Cat Graphics to provide a quote for hosting? ☐ No ☐ Yes

c. If you answered "yes" to 'b' above, we will be able to provide you with email addresses that are associated with your domain address. You can choose between **"real" email accounts** or **email aliases**, or you can have some of each.

    i. **"Real" email accounts** are simply a location where email messages sent to you are held until you retrieve them. When you connect to the internet (dial-up, cable, DSL, etc.) and open your email client (Outlook, Eudora, Pegasus, etc.), it will log into your email account on our email server and download your messages. This is the most common form of email address and usually what people refer to when they talk about email addresses. You can also access the email in your account via web mail from any computer in the world with internet access.

    Will you require any **email accounts**? ☐ No ☐ Yes…if "yes", please list all of the addresses you will require to be associated with your domain: *(*Please just provide the portion of the address that will appear before the "@" symbol in the email address – your domain name will come after the "@".)*

    #1:_____ #3: _____

    #2_____ #4: _____

    (Please provide any additional email accounts on a separate sheet.)

ii. **An email alias** looks just like a "real" email account but is completely different behind the scenes. These accounts are typically used for non-person specific addresses such as *support@, info@, sale@* and so on. These accounts do not have a storage area on an email server; rather, they immediately forward all messages they receive to one or more "real" email accounts. This "real" email account can be one that you are already using (e.g. *someone@gmail.com, me@telus.net, whoever@shaw.ca*, etc.)

Will you require any **email aliases**? ☐ No ☐ Yes…if "yes", please list all of the aliases you will require to be associated with your domain: *(*Please just provide the portion of the address that will appear before the "@" symbol in the email address – your domain name will come after the "@".)* **AND** the existing email address that you want the alias to auto-forward the email message to. Please fill out the spaces below as per this example:

___info@_____ *to be forwarded to:*___vanessa.ali@telus.net_____
(email alias)   (real email address)

#1: _____ *to be forwarded to:*_____
(email alias)   (real email address)

#2: _____ *to be forwarded to:*_____
(email alias)   (real email address)

#3: _____ *to be forwarded to:*_____
(email alias)   (real email address)

#4: _____ *to be forwarded to:*_____
(email alias)   (real email address)

(Please provide any additional email aliases on a separate sheet.)

9. Maintenance

a. How frequently will this site need to have information updated?

☐ Never   ☐ Daily   ☐ Weekly   ☐ Monthly   ☐ Annually   ☐ Other:

_____

b. Would you like a quote for Ali Cat Graphics to provide site maintenance service? ☐ Yes   ☐ No

c. If "yes", who will be responsible for giving instructions and content to Ali Cat for updates and for checking the site periodically to make sure it is still working properly? Think of this person's role as that of like being an "editor".

Name: _____

Email: _____

Phone: _____

d. If "no", please indicate how your site will be updated (whether hosted by Ali Cat or hosted by others):

10. Content

Content is the information and features you include on your website. In the highly competitive online business world, website content plays an important role in strongly communicating your message to a wide audience. Content that is crisp and precise, and well-worded for call to action goes a long way in attracting potential customers and ensuring repeat visitors to your site. In addition, the quality of photos and graphics used will greatly affect the professional appearance of your website.

** **Note:** Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your website. Ali Cat Graphics is not responsible for any copyright infringement for content you supply to us.*

Please indicate who will be creating the content for your website:

I will be hiring a professional marketer to oversee production of all the content for my site (text & images)

☐ Yes   ☐ No. If "no", please indicate below all that apply:

a. Text

☐ I will be writing my own copy (text)

☐ I will not be using a marketer, but I will be hiring a professional writer

☐ I would like Ali Cat Graphics to provide a quote for writing copy

b. Images

☐ I will be taking my own photos or choosing my own stock photos

☐ I will not be using a marketer, but I will be hiring a professional photographer

☐ I would like Ali Cat Graphics to provide a quote for *(check all that apply)*:

☐ Taking photos   ☐ Assist in selecting stock photos

☐ Logo design   ☐ Creating custom graphics

c. Special features

a. Are there specific features or effects you would like to include on your website? If so, please select all that apply:

☐ Photo Slide Show   ☐ Video Clips   ☐ Audio Files

☐ Pop-Up Advertising   ☐ Animated Graphics   ☐ Shopping Cart *(eCommerce)*

☐ Search Engine   ☐ Printable PDF Pages ☐ Info-Collecting Forms

☐ Roll-Over Effects *(Buttons, graphics or photos that change when the mouse rolls over them.)*   ☐ RSS Feeds *(Please indicate which pages or sections that will require an RSS feed at '10.d' below.)*   ☐ Printer-Friendly *(Please indicate which pages or sections of pages that you need to be printer friendly at '10.d' below.)*

☐ Online newsletter *(Subscribe/Unsubscribe)*   ☐ Calendar   ☐ Other *(Please list on next page)*

b. What info do you already have that we can use one your website? Please select all that apply"

☐ Existing Web Content   ☐ Brochures   ☐ Newsletters

☐ test on disk or UPS   ☐ Fliers   ☐ Forms

☐ Photographs (electronic format)   ☐ Photographs require scanning)   ☐ Database

☐ Graphics (electronic format)   ☐ Graphics (require scanning)   ☐ ☐ Other (Please list:)

d. Page or section names

Do you already know what pages or linkable sections you would like to have? If so, please select all page/section names that apply. Also, if you chose "RSS Feeds" or "Printer Friendly (PF)" under "10.c Special features" above, please indicate which pages/sections will require either of those features.

Note: Please be advised that the names you choose and/or supply below will be what we will use in the design phase to create page headers & titles, buttons, menus and other navigational linking tools in your website. Therefore, any changes to the names at a later stage will not be considered part of the original design and the time required to make changes will be charged at the hourly rate. CHOOSE YOUR PAGE NAMES CAREFULLY!! Note also that we will take the general keyword/title you supply below and add short descriptions in the title to make the page more readily returned by search engines.

☐ Home   ☐ RSS   ☐ Services   ☐ RSS   ☐ Products   ☐ RSS
                ☐ PF   ☐ PF   ☐ PF

☐ Registration   ☐ RSS   ☐ Locations/Maps   ☐ RSS   ☐ FAQ   ☐ RSS
                        ☐ PF   ☐ PF   ☐ PF

☐ Contact Us   ☐ RSS   ☐ About Us   ☐ RSS   ☐ Links   ☐ RSS
                      ☐ PF   ☐ PF   ☐ PF

☐ Portfolio   ☐ RSS   ☐ Site Map   ☐ RSS   ☐ Events   ☐ RSS
                     ☐ PF   ☐ PF   ☐ PF

☐ Industry News   ☐ RSS   ☐ Testimonials   ☐ RSS   ☐ Employment   ☐ RSS
                         ☐ PF   ☐ PF   ☐ PF

☐ Other (please list on next page)

#1:_____ ☐ RSS ☐ PF   #8:_____ ☐ RSS ☐ PF

#2:_____ ☐ RSS ☐ PF   #9:_____ ☐ RSS ☐ PF

#3:_____ ☐ RSS ☐ PF   #10:_____ ☐ RSS ☐ PF

#4:_____ ☐ RSS ☐ PF   #11:_____ ☐ RSS ☐ PF

#5:_____ ☐ RSS ☐ PF   #12:_____ ☐ RSS ☐ PF

#6:_____ ☐ RSS ☐ PF   #14:_____ ☐ RSS ☐ PF

11. Style

a. Choose three to five adjectives you would like the style of your site to express.

☐ Professional   ☐ Sophisticated   ☐ Conservative   ☐ Fun   ☐ Friendly

☐ Formal   ☐ Casual   ☐ Progressive   ☐ Serious   ☐ Classy

☐ Easy   ☐ Experts   ☐ Humorous   ☐ Service-oriented   ☐ Other *(please list)*:

b. Select any visual elements or styles that MUST be utilized from existing materials

☐ Logo   ☐ Letterhead   ☐ Key phrases   ☐ Colors   ☐ Typeface (font)   ☐ Other *(explain)*:

12. Colors

Do you have a preferred color scheme for your website? Please select all that apply.
* *Note: If you have specific CMYK, RGB or hexadecimal value colour numbers, please list them below.*

- ☐ Company's logo colors
- ☐ Blues
- ☐ Greens
- ☐ Yellows
- ☐ Oranges
- ☐ Reds
- ☐ Purples
- ☐ Black & White
- ☐ Autumn hues
- ☐ Winter tones
- ☐ Spring colors
- ☐ Summer colors
- ☐ Bold
- ☐ Metallic
- ☐ Neon
- ☐ Muted
- ☐ Pastel
- ☐ Earthy
- ☐ Ocean
- ☐ Other (please list):

13. Inspiration

Are there any websites that have a look, feel and functionality that you admire? If so, please list their domain names (i.e. http://www.alicatgraphics.ca) and identify the particular features you find most appealing / useful:

14. Search Engines

a. Please list any keywords and short phrases (one to two words) that you think people will use to find you on the internet:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

b. Please state a one-sentence description of you and/or your company that can be used to assist search engines:

_____

_____

_____

c. Would you like the above descriptive sentence (tag-line) to appear as part of a welcoming statement in the text on your home page or elsewhere on your website?

☐ Yes ☐ No…If no, would you like it to appear elsewhere on your website?

☐ No ☐ Yes…If "yes", on ☐ All pages or, ☐ On these specific pages (please list):

_____

and, in this specific section: _____

Will this tag-line ONLY show up in text or would you like Ali Cat to develop a graphic (image) incorporating this tagline? ☐ No ☐ Yes… If "yes", where? (select all that apply):

☐ Header ☐ Footer ☐ All pages ☐ On these specific pages (please list):

d. In addition to the information you have provided above, please consider whether you would Ali Cat to provide a quote for additional Search Engine Optimization (SEO) for your web site. ☐ Yes ☐ No

e. Google Analytics (GA) is a service offered by Google that generates detailed statistics about the visits to a website. It is the most widely used website statistics service. The basic service is free of charge and a premium version is available for a fee (paid to Google). GA can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents. All of this is invisible to the users of your site, but will provide you with lots of useful information about visitors to your site and which pages are most used, etc. Having GA installed also increases site visibility to search engines Would you like to have Google Analytics installed on your site?

☐ Yes ☐ No

15. eCommerce

If you indicated in sections **3.b** and/or **10.c.i** above that you will be requiring eCommerce on your site, please fill out the section below.

a. Do you utilize an existing online payment tool for your goods and/or services that you would like us to integrate into your website via direct link or other portal?

☐ No, I need Ali Cat to create a new payment gateway for me

☐ Yes. Here is the link to my payment gateway that I want included on my new website:

www. _____

If "yes", would you like us to customize the look of your existing online payment tool to match the look of the new website that we will be designing for you?

☐ No, I am happy with the existing look & functionality of my existing payment gateway.

☐ Yes, I need Ali Cat to customize and update the look of my existing payment gateway to coordinate with my new website. *Note: We will let you know if your existing payment gateway does not have customization options.*

b. If you do have an existing payment gateway/tool, please indicate the kinds of services that you will be offering on your website which will require secure online payment capabilities:

☐ Membership Fees   ☐ Products (Catalogue)   ☐ Services   ☐ Event Registration

☐ Ticket Sales   ☐ Subscriptions   ☐ Donations   ☐ Gift Certificates

☐ Other (please list):

c. Will you be selling anything that requires shipping?   ☐ No   ☐ Yes

16. Social Networking

Please indicate any existing social media tools that you are already using that you would like us to provide a link to on your site. Please provide your page/group name or specific link for all that you check-off:

☐ Facebook: _____   ☐ LinkedIn: _____

☐ Twitter: _____   ☐ MySpace: _____

☐ Ning: _____   ☐ Google+: _____

☐ Tagged: _____   ☐ Orkut: _____

☐ Hi5: _____   ☐ Other *(please list below):*

If you are not currently using any social media tools but you would like us to provide assistance in developing your on-line social network, please check-off all that you are interested in:

☐ Facebook   ☐ LinkedIn   ☐ Twitter   ☐ Google+   ☐ MySpace

☐ Ning   ☐ Tagged   ☐ Orkut   ☐ Hi5   ☐ Other *(please list below):*

If you do not need any social media tools at this time, please indicate if you would like any of the following social networking components on your site *(Note: these do not require that you have your own social networking presence, but they allow others who are using a social network to link-to and create a buzz about your site)*:

☐ Facebook "Like" button   ☐ AddThis Share Utilities   ☐ Tweet   ☐ Pin It   ☐ StumbleUpon

17. Mobile Website

Having a mobile version of your website has become an increasingly important aspect of website design with many people accessing the internet through a mobile device (cell phone, iPod etc.) each and every day. Your regular website will just not cut it for those mobile devices.

Your traditional website is set up for a traditional web browser and, for all intents and purposes, a mobile device accessing the internet does not have the same web browser quality as a desk-top PC or laptop computer. In other words, the screen size is significantly smaller and there are a variety of different screen shape and sizes of screen that do not match the ratio (width X height) of traditional computer monitors. Also, certain elements of your website (images, graphic animation, photo slide shows, etc.) that make it look fantastic on a regular browser may not be able to display on certain mobile devices or may slow the speed of the website load time so much that the viewer will not have the patience to wait. In other words, your mobile site should be a much more **simplified version of your regular website with text that is large enough to read without having to zoom in.**

Here are but two samples of mobile versions of web sites designed by Ali Cat that you can compare by first viewing on a regular computer and then on a mobile device: **www.alicatgraphics.ca**; **www.tcng.ca; www.humanserve.org; www.ekosingers.com**

Would you like Ali Cat Graphics to provide a quote for developing a mobile version of your original website?

☐ No, I would like to wait until my regular website is online before deciding about having a mobile site.

☐ Yes…please indicate all pages and/or sections that you want to be included on your mobile device:

☐ Yes, but I would like to wait until my regular website is online before deciding which pages/sections will be included in the mobile version.

☐ Yes, but I would like Ali Cat Graphics to provide recommendations on which portions of my original site should be included in the mobile site.

_____

Thank you for taking the time to answer this questionnaire, and please let us know if you have other comments, questions or instructions.

Please remit to:

ALI CAT GRAPHICS   Tel: 780.940.6284
15414-75 Avenue   Fax: 780.401.3369
Edmonton, AB T5R 2Z1   eMail: info@alicatgraphics.ca