



# ► ebusiness questionnaire

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This questionnaire helps us to plan your project and forms the foundation of our strategy.

Be prepared for some writing – this document is hefty and requires thought. However, the success of your site will be directly related to the level of detail in its planning.

When you've answered as many questions as possible, return your questionnaire by email (hello@clydeinternetmedia.co.uk) or facsimile (+44 (0)870 412 1060) so we can prepare a proposal for you. If you've written a creative or technical brief, forward this too.

Good luck,

*Iain McGuinness*

Iain McGuinness  
Managing Director / Creative Director

## contact details

Courtesy title ▶	
First name ▶	
Surname ▶	
Job title ▶	
Company name ▶	
Telephone ▶	
Mobile telephone ▶	
Facsimile ▶	
Email address ▶	
Web site address ▶	
Address ▶	

## project brief

<p>Briefly describe your project ▶</p>
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## project specifics

<p>What does your company do? ▶</p>	
<p>How long has it been established? ▶</p>	
<p>Do you have a current corporate identity? ▶</p>	Yes / No
<p>When was this developed? ▶</p>	
<p>Describe any logo, colours and fonts ▶</p>	

**Will the Web site reinforce any existing corporate identity of the company?**

Yes / No

**Explain your choice in more detail** ▶

**Known competitors and their Web sites** ▶

**What makes your company better than, or different to, the above competitors?** ▶

## reasons for your web site

Reason	Yes / No (circle)
Answer frequently asked questions †	Yes / No
Build interactive branding †	Yes / No
Collect feedback from customers †	Yes / No
Create a 24-hour service †	Yes / No
Directly sell a product or service †	Yes / No
Encourage interest (public relations) †	Yes / No
Improve access to information †	Yes / No
Market new products and services †	Yes / No
Network with other businesses †	Yes / No
Open up international markets †	Yes / No
Provide direct marketing opportunities †	Yes / No
Provide ebusiness capabilities †	Yes / No
Provide entertainment (audio, video, etc.) †	Yes / No
Provide general information †	Yes / No
Publish up-to-date information †	Yes / No
Reach specialised markets found online †	Yes / No
Reach the press and media †	Yes / No
Release time-sensitive materials †	Yes / No
Serve the regional or national market †	Yes / No

## web site visitors

What types of visitors do you want? †

What is the goal for each type of visitor? †

What information will each type of visitor want to find on the Web site? Think of the genuine needs of the visitor †

## project details

<p>We require a rough idea of your budget in order to write up your project's proposal. This ensures no-one's time is wasted.</p> <p>What is your budget? Is this appropriate considering the comprehensiveness of the services to be provided? Please explain ↴</p>	<p>Approximately £_____ to £_____.</p>
<p>What is the approximate timescale? ↴</p>	
<p>Define the main goals ↴</p>	
<p>Describe any work which has been done towards designing the Web site already ↴</p>	

## navigation and content

What will be the major sections or features of your Web site? We encourage you to draw a diagram of how pages will be linked ↴

Who will provide the content? How often will this content need to be changed?

Do you want to be able to edit and add the content yourself without technical skill? ↴

## technical aspects of your web site

Technical aspect	Required? Yes / No (circle)
Ad server †	Yes / No
Audio or video (if yes, explain purpose) †	Yes / No
Content management system (CMS) †	Yes / No
Database creation or integration †	Yes / No
Domain name registration (if yes, specify the domain names you require) †	Yes / No
Email marketing utility (EMU) †	Yes / No
Flash animation (if yes, explain purpose) †	Yes / No
Internet payment provider (IPP) †	Yes / No
Search engine optimisation (SEO) †	Yes / No
Shopping basket system †	Yes / No
Web site hosting †	Yes / No