



Integrated Graphic and Web Solutions

This questionnaire will help define your project goals and assist us in understanding your needs. Please answer each question to the best of your ability. Leave blank anything that does not apply or is unclear. Return your completed questionnaire to us via email at perksdesigns@yahoo.com. We will then call you to discuss your project in further detail.

Company Contact

- Who will be the main contact from your company to oversee this project?
Please list name, phone number(s) and email address.

Your Company

- Please provide a brief description of what your company does, as well as, a brief corporate and industry description.

- How long have you been in business?

- How many employees do you have?

- Where are you located?

- Do you have a current website? If so, what is the URL?

Your Project

- Please provide a brief summary of your project:

What are the key objectives of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, graphic design, website design or redesign, etc.)

- Do you need a logo/brand developed?
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- What is your schedule/timeline for completion of this project?
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- What is the budget for this project? Is there an acceptable budget range or a “not to exceed” figure?
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- Who is your target market? Age groups & demographics? How do you want your brand perceived?
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- Do you have content written?
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- Do you have existing imagery (in high resolution format if print project e.g. 300 dpi) that can be used for this project?
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Competitors

- Please list your competitors' sites:
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- Please describe how your company differs from your competitors.
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- Please describe what your competitors are currently offering to communicate this information to their customers (for example, brochure, web site, etc.)
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Web Site Design — please fill out in addition to the above questions

- Do you have an idea of what the site architecture will/should be? (e.g., About Us, Products, Services, Contact Us, etc.)
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- What is/are the main purpose(s) of the site (i.e. provide information; sell products online; entertainment, etc.)?
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- Approximately how many pages will the site consist of?
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- Find the three highest quality sites (or more) on the Web that relate to your project in terms of design, site architecture or functionality and copy their URL's/domain names so may review them.
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- Have you chosen a hosting company?
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- Do you have a domain name registered?
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