



## Bluegroper Web Development

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# QUESTIONNAIRE WEB DESIGN

### FOR A BETTER PROJECT HANDLING

Please fill this form giving as much or as little information as you see fit, keeping in mind that the more you offer up front, the less Q&A is required, and the smoother your project will go.



## Contact information

Company and Contact Name

Address

City, State, Postcode

Phone

Fax

Mobile

Email address

## General

What is your current (or intended) web address/URL?

Name of your web host (if you have already one)

Deadline for the launch of the site

Your budget for this project

## Project goals

- Seo optimized website
- Fast contact option
- Reflect up-to-dateness
- Improvement of the company
- Sell products
- Clear design with logical structure
- Customer loyalty
- Multilingualism
- Promote new product or service
- CMS website required

Other goals

## What is your target audience?

Business customers

Final consumer

Other

## Which age category is your target audience?

Children

Teenager

20+

30+

40+

Senior citizens

## What are the key reasons why the target user chooses your company?

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(Service, products, prices, etc.)

## Do you want to expand your target audience in a certain direction?

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## More specific features of your customers

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## Some words about your company

Short description in keywords

Subsidiaries

Number of employees

## What kind of products or services do you offer?

## What is unique about your products/services?

## Have customers provided testimonials about your products/services?

## Technical requirements

- |   |   |
|---|---|
| <input type="checkbox"/> Basic HTML site      | <input type="checkbox"/> Responsive website   |
| <input type="checkbox"/> HTML5 / CSS3 website | <input type="checkbox"/> Online blog or forum |
| <input type="checkbox"/> CMS - Drupal         | <input type="checkbox"/> Email design         |
| <input type="checkbox"/> CMS - Wordpress      | <input type="checkbox"/> Landing page         |
| <input type="checkbox"/> E-commerce shop      | <input type="checkbox"/> Redesign of website  |

Additional requirements

## Special features

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Adobe Flash                | <input type="checkbox"/> Information / request forms | <input type="checkbox"/> Online payment |
| <input type="checkbox"/> Video streaming            | <input type="checkbox"/> Uploads / downloads         | <input type="checkbox"/> Blog           |
| <input type="checkbox"/> RSS                        | <input type="checkbox"/> Customer login              | <input type="checkbox"/> Image gallery  |
| <input type="checkbox"/> Search                     | <input type="checkbox"/> Registration                | <input type="checkbox"/> Image slider   |
| <input type="checkbox"/> Newsletter / Email sign up | <input type="checkbox"/> Store / Shopping cart       | <input type="checkbox"/> Other          |

## Resources and Deliverables (Who will provide the following resources?)

Client

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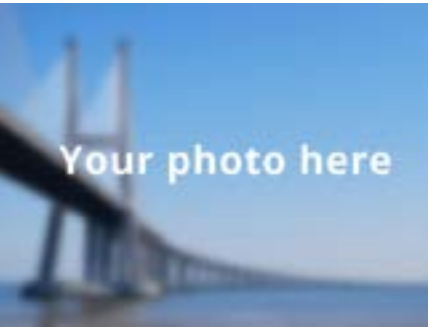
Bluegroper Web Development

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- N/A
- 
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- N/A
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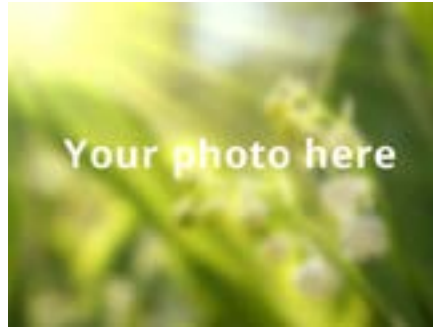
- Stock Photography
- Company photography
- Other Artwork / Illustrations
- Text and / or translation
- Professional logo
- Graphic design / Template
- Other print collateral
- Metatags / Description
- Font(s)



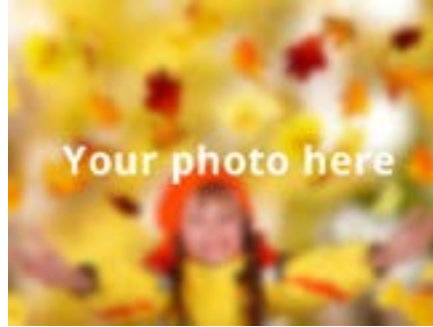
**Design** (choose your preferred style , provide any pictures you want to include in the template.)



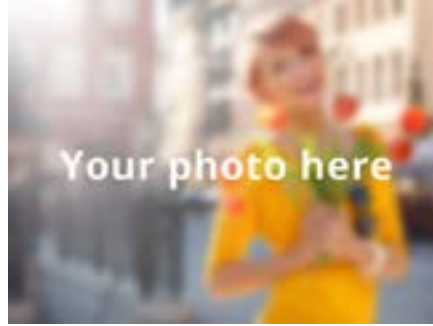
■ Clean and functional



■ Romantic and playful



■ Bright and warm



■ Classic and elegant

Do you have colors you prefer or you like to use?

Do you have print materials, like business cards or brochures, we need to match?

## Tell us some competitors websites

## Provide a list of websites you like and you don't like

### Websites we like

### Websites we don't like

## Place for additional information

That is all we need to get started. Please feel free to give as much or as little of the above information as you see fit, but keep in mind that the more you offer up front, the less Q&A is required and the smoother your project will go.

Send this questionnaire back to [dkerrigan@bluegroper.com.au](mailto:dkerrigan@bluegroper.com.au) and we will get back to you within the next 24hrs monday to friday.

Thank you very much for your time.



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