

Understanding Your Goals & Objectives:

1. What Primary goals should the Website achieve? [Select all that apply]

- Promote your products and/or services
- Attract prospective clients
- Increase public awareness of your company's name, brand and identity
- Increase sales
- Sell products directly over the Internet through credit card
- Make product/service information available for customers and/or distributors

2. What is the first key message every visitor should take away when visiting your site?

[Please explain]

3. Is there a business problem this project is meant to address? [Please explain]

4. What measures will determine the project's success? [Please explain]

5. Are there other projects/strategies in place that tie in with this project?

[Please explain]

6. Other: [Please explain]

Understanding Your Target Audience:

1. Age Group:

- 10 - 17
- 18 - 25
- 26 - 35
- 36 - 45
- 46+

2. Gender:

- Female
- Male
- Male & Female

3. Education:

- None
- Elementary
- High School
- B.A
- B.S
- Masters
- Ph.D

4. Occupation:

- Student
- Business Owner
- IT
- Advertising
- Education
- Government
- Housewife
- Unemployed

5. Spoken Language:

- English
- Arabic
- Both

6. Tell us more about your Target Audience:

Content & Functionality:

1. Will you provide content?

- Yes
- No

2. If no, would you prefer we “repurpose” content from a brochure or other publication or develop entirely new content?

- Repurpose
- Develop new content

3. In what language should the website be developed?

- Arabic
- English
- Both

4. How often will the website need updating?

- Daily
- Weekly
- Monthly
- Quarterly
- Yearly

5. What existing images/photographs/artwork is available?

- None
- Some images but not enough
- We have all the images needed
- Help us get images

6. What content do you want your website to include? [Select all that apply]

- | | |
|---|---|
| <input type="checkbox"/> List of Products/Services | <input type="checkbox"/> Newsletter Subscription |
| <input type="checkbox"/> Client List | <input type="checkbox"/> Press Clippings |
| <input type="checkbox"/> User Guides | <input type="checkbox"/> What’s new on the site |
| <input type="checkbox"/> Catalogue including details | <input type="checkbox"/> Interactive Forms |
| <input type="checkbox"/> Ordering Facility | <input type="checkbox"/> Search Facility |
| <input type="checkbox"/> Payment Facility | <input type="checkbox"/> Downloadable Forms [PDF] |
| <input type="checkbox"/> Booking Facility | <input type="checkbox"/> Links to other sites |
| <input type="checkbox"/> Calendar | <input type="checkbox"/> E-Books |
| <input type="checkbox"/> Business Info | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Job Vacancies |
| <input type="checkbox"/> Case Studies | <input type="checkbox"/> Message Board |
| <input type="checkbox"/> Project Portfolio | <input type="checkbox"/> Audio/Video |
| <input type="checkbox"/> Articles | <input type="checkbox"/> Job Application Forms |
| <input type="checkbox"/> Contact Details | <input type="checkbox"/> Chat Room |
| <input type="checkbox"/> Inquiry Forms | <input type="checkbox"/> Password Protected Pages |
| <input type="checkbox"/> Mailing List Subscription Form | <input type="checkbox"/> Third Party Advertising |
| <input type="checkbox"/> News | |

7. Additional Considerations: [Select all that apply]

- | | |
|--|--|
| <input type="checkbox"/> Content Management | <input type="checkbox"/> Animated Graphics |
| <input type="checkbox"/> Database Design/Management | <input type="checkbox"/> Audio |
| <input type="checkbox"/> E-commerce or Online Shopping | <input type="checkbox"/> Video |
| <input type="checkbox"/> E-learning or Online Classes | <input type="checkbox"/> Flash Animation |
| <input type="checkbox"/> Online Order Forms | <input type="checkbox"/> User Privileges |

8. Marketing and Search Engine Optimization: [Select all that apply]

- Site submittal to top search engines
- Pay Per Click Advertising [Google Ad words]
- Creating an E-mail Newsletter [Templates/Plan]

Design:

1. Which of the following personalities do you want to convey through your website?

[Select all that apply]

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Serious | <input type="checkbox"/> Easy Going |
| <input type="checkbox"/> Contemporary | <input type="checkbox"/> Practical |
| <input type="checkbox"/> Humorous | <input type="checkbox"/> Classy |
| <input type="checkbox"/> Young | <input type="checkbox"/> Energetic |
| <input type="checkbox"/> Reliable | <input type="checkbox"/> Fun |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Sophisticated |
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Caring |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Confident |
| <input type="checkbox"/> Outgoing | |

2. Will the website reinforce an existing branding or marketing strategy?

- Yes
- No

If yes, what is it?

3. What are your strengths and weaknesses? [Compared to competitors]

Strengths:

Weaknesses:

4. List websites that have similar aspects to those you want in your website:

5. Does your company have a Corporate Guideline Manual?

- Yes
- No

6. If yes, can we have a hard and soft copy?

- Yes
- No

7. If no, do you have an editable version of you logo?

- Yes
 No

8. If you answered no to the above question, what are your preferred colors of choice?

Planning & Budget

1. Have you previously been involved in website planning or design?

- Yes
 No

2. Who issues final approvals on design and functionality?

Name: Contact Number:

3. Who is in charge of the project day-to-day?

Name: Contact Number:

4. Is there a deadline we are trying to meet?

- Yes:
 No

5. Intended launch date?

Date:

6. Have you established a budget for this project?

- Yes
 No

7. Is it possible to divide the project into phases for budgetary or timing reasons?

- Yes
 No

8. Are we to provide you with Hosting?

- Yes
 No

9. Are we to provide you with a Domain Name?

- Yes
 No

10. Do you require a domain with a [.com.sa] handle?

- Yes
 No

11. What is your website's Domain Name? [If not available, please suggest some preferences]



Company Background:

1. What is unique about your business? [Please explain]

2. How do you generate business? [Please explain]

3. Why do you want to develop a Website? [Please explain]

If there are issues we did not address that you would like us to take note of, please elaborate in the space below.

Thank you for completing this questionnaire. Please print or save your answers, and send us a copy in order to contact you and set the next steps and meetings.

We appreciate your time and look forward to doing business with you!