

New Client & Project Questionnaire

These questions help our clients articulate their needs and business objectives. The answers help us provide accurate and more personalized estimates.

The logo for Unified3, featuring the text "Unified3" in white on a blue rectangular background.

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hello@unified3.com
www.unified3.com

Don't worry if you can't answer all the questions, as some may not apply to your particular project.

Because each member of your team may have a different vision of the project, we recommend completing this document as a group.

Please email the completed document (feel free to attach any additional materials) to earlylife@unified3.com and we'll work out the right solution for you.

Thank you.

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The Basics

What is the name of your company or venture?

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Briefly describe your company and the concept, product or service your site will provide.

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

Who are the main contacts for this project? Who has final approval? Please list names, email addresses and phone numbers.

When do you expect the project to start and when does it need to be completed? Are there specific reasons for these dates?

Your budget dictates how much time we can devote to your website. What is the budget for this project?

Can the project be subdivided into phases in order to accommodate budget and time limitations?

Objectives & Users

Please describe in detail the product or service that you would like to promote with your website. Or, if you need an institutional or brochure website, please state so.



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What business objectives do you want to address with this site?

For example: reduce telephone consultations from your clients,
improve communication with your providers, increase sales, etc.

Why will people use your site? Why will people choose your site over
others? What do you imagine people would want to do on your site?

Describe the average visitor to your website. Age, gender, occupation,
how often does he visit your site and why, etc.

What is the primary and most important activity your visitors carry out
on your website? For example: get information about your products,
make purchases, subscribe to mailing lists, etc.

What aspects of your current site work well and why are they
successful?

What aspects of your current site are unsuccessful and why do you
think that is?

Outline any ideas you may have for your site. How would these
features support your business goals and the goals of your users?

Design

Does your firm have a defined corporate identity? (Logo, institutional colors, identity standards manual, etc.) Please attach any examples you may have.

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Are there sites of similar companies that you like and admire? (Please provide the URLs.) Identify what you like or dislike from each of them.

Using adjectives or short phrases, describe the way you want your visitors to perceive your website. For example, trustworthy, funny, innovative, modern, familiar, exclusive, easy to understand, etc.

In general terms, how is company perceived at the moment. Would you like your new website to reinforce or change this image?

Content

Do you have the content or general structure for your site? If so, please briefly describe it here. Otherwise, do you need Unified3 to help in this area?

Will the website utilize content published elsewhere already?
For example: advertisements, magazines, pamphlets, company brochures, RSS, other websites, etc.

Approximately, how many pages and areas will your website have?

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If you need a content management system, please describe the features you would like. For example: updatable news, multiple authors, stock control, user moderation, etc.

Technologies

Is there a particular technology you would like Unified3 to use on your site? (Flash, DHTML, JavaScript, Ajax, etc). If so, how would you say the user experience will be improved for having this technology?

Does the project require an application with a database (dynamic content generation, search engine, registered members, etc.)? Do you currently have a database? Please describe it in detail, including specific information of the technologies and programs used.

Will you need an e-commerce system?

Does your website require any additional functionality?

For example, a user-personalized experience, file exchange services, syndicated content, voting tools, feedback mechanisms, etc.

Does your website need to be up-to-date? If so, how frequently does the information need to be updated? Who will be in charge of updating it?

Additional information & comments

Each project is unique. So please provide any extra information you think will be helpful.

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