



Please fill out this form and print it out. You can then mail or fax it to us. Please note that you will not be able to save your input.

## Contact Information

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Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

How did you hear about Thompson Designs Inc.?  
\_\_\_\_\_

## Services

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What Web Services are you interested in? Check all those that apply.

Web Site Design & Development  
Logo Design  
Scanning and Image optimization  
Image and Graphic sourcing  
Custom design  
Web Site Maintenance  
Site Analysis

E-commerce  
Search Engine Placement  
Technical Marketing  
Web Site Marketing  
Advertising  
Web Site Hosting  
Domain Name Registration

Database Development  
Redesign of current site  
Dial-up Internet Service  
Business Class DSL  
T-1 connection

Who will be the contact person(s) for your Web site?  
\_\_\_\_\_

Are you scheduling other events around this deadline?  
\_\_\_\_\_

What is the budget for your project? Does this include hosting and maintenance?  
\_\_\_\_\_

Would you like the project broken down in phases to help you meet your goals?  
\_\_\_\_\_

Is there a deadline for this project?  
\_\_\_\_\_

Will this be a new Web site design or redesign of existing Web site? If you already have a Web site will you be using your existing content?  
\_\_\_\_\_

## Background

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Describe the nature of your business.  
\_\_\_\_\_

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?  
\_\_\_\_\_

List the services that your company provides:  
\_\_\_\_\_  
\_\_\_\_\_

How many pages do you anticipate that your Web site will have?  
\_\_\_\_\_

Do you currently have marketing materials that we should incorporate into our design?  
\_\_\_\_\_

## Goals, Purpose, Concept, Focus, Direction, Strategy and Message

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What is the core purpose of your website? Check all those that apply.

Entertainment  
Increase corporate, brand,  
product recognition  
Reduce customer service calls

Increase sales  
Improve internal  
communication  
Increase prospective  
customer base

Gather data  
Other \_\_\_\_\_

What is the primary message you wish to convey?

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Do you have any specific design elements in mind?

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What kind of interactivity will your site need?

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## Style, Design Message, Theme

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What image do you want your site to project, what should be "the look and feel"?

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Sites designed for the same target audience:

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Sites I like the user interface or layout:

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Please list some examples of sites that you like.

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Please list some competitor's sites and what you like and dislike about them.

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Sites where I like the navigation:

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Please list some sites that you like in general/overall. Explain what you like and dislike.

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Sites where I like the color scheme:

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Please list sites that you do not like. Explain.

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Sites where I like the branding or image:

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## Logo and Corporate Identity

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Do you have a company logo?      Yes      No

Do you have a company slogan and/or mission statement?      Yes      No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design?      Yes      No

## Content

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Do you already have image/graphic content for your Web site? Yes No

Do you have text content ready for your Web site? Yes No

Do you need our assistance scanning or preparing your images? Yes No

Would you like us to help develop textual content for your site? Yes No

Approximately how many photos/graphics would you like to use on the site? \_\_\_\_\_

Do you have anything in mind for background images or colors?  
\_\_\_\_\_

Do you have a separate budget for images? Yes No

## E-commerce

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Are you going to be accepting credit cards? Yes No

List the name of your merchant account if you have one. \_\_\_\_\_

If so do you currently have a merchant account? Yes No

How many products and/or services do you plan to sell? \_\_\_\_\_

## Maintenance

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Would you be interested in having us do updates and maintenance to your site? Yes No

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?  
\_\_\_\_\_

How often would you require updates?  
Daily Weekly Monthly  
Quarterly Other

What is your number one business problem? How could a new Web site assist you in solving this problem?  
\_\_\_\_\_  
\_\_\_\_\_

Do you require us to train an employee? Yes No

Would be interested in assistance from TDI to promote your site and/or register you with search engines? Yes No

## Set-up & Hosting

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Do you currently have a Web hosting package? If so, what company currently hosts your site?  
\_\_\_\_\_

If yes, please list your top three choices and we will find out if one of your choices is available.

1  
\_\_\_\_\_  
2  
\_\_\_\_\_  
3  
\_\_\_\_\_

Would you like TDI to host your site? Yes No

What email software do you currently use?  
\_\_\_\_\_

If you already own your own domain(s) please list below as relevant to this project.  
\_\_\_\_\_  
\_\_\_\_\_

How many email accounts will you need? \_\_\_\_\_

Do you currently own your own domain(s)? Yes No

Would you like access to Web statistics on your site? Yes No

If not would you like help in acquiring and registering one? Yes No