

# DIGITAL MODES

## Web Development Project Survey

Client \_\_\_\_\_ Today's Date \_\_\_\_\_

### Overall Concept

Is there an existing web site? If so, will this be a complete makeover?

What are the primary goals for this web site? Who is your target audience? What will the visitor be able to learn or do there?

Can you point me to any existing web sites that are at least somewhat like what you envision?  
What about them do you like? Anything you don't like?

Any database connectivity? Secured transactions? Self-editable pages? Forms?

### Domain Name and Hosting

Does a domain name need to be registered?

Hosting arrangements need to be made?

## **Content**

What content do you envision including?

Do you have a logo? Describe any visual elements or styles which can or should be used (usually from existing marketing materials).

How will text content be delivered to me? Finished product? Needing some editing, formatting, spell checking? How long are the documents, on the average?

How many graphics/photographs do you plan to include? In what form can they be given to me? Will we need to create custom graphics? Scan in graphics?

## **Design Style**

Design Style/Tone..? (Conservative, progressive, friendly, formal, casual, serious, expert, humorous, service-oriented, professional...) Message you want to convey?

Color preferences?

Any preferences as to rollover buttons? 3D look? Left-hand or top navigation?

## **Timing and Maintenance**

Target launch date? Factors surrounding this deadline?

What will updates and additions be likely to consist of? About how many of these during the year after launch?