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Client:		Request Date:	
Description:	Customer Interview		

Please complete the following interview to the best of your abilities. This information will be used to determine the quote and scope of service.

GENERAL INFORMATION

Contact Name

Company Name:

Company Address

Phone Number

TECHNICAL ANALYSIS

1. Do you have a hosting service?
2. Do you have email?
 - a. What is your email address?
3. Do you have a domain name?
 - a. What is your domain name?

BUSINESS ANALYSIS

1. Describe the product or service.
2. Describe the intent of the site.
 - a. Education and research
 - b. Sales
 - c. Community
 - d. Transactions
 - e. Business Browsers
 - f. Entertainment
3. Geographic location in which you provide services?
4. History of the company?



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MARKET ANALYSIS

1. Describe current marketing activities.
 - a. Brochures
 - b. Flyers
 - c. Commercials
 - d. Phone book
 - e. Billboard
 - f. Promotional Products
 - g. Online Marketing (PPC, PPI, etc)
 - h. Other
2. Who are your major competitors?
3. What is your point of differentiation?
4. How are sales currently made?
5. How are inquiries responded to?
6. Provide an example of your ideal customer.
7. How much experience do the users have with computers?

CONTACT INFORMATION

1. Who will manage the content once it's posted?
2. Who is responsible for the budget?
3. Who is the Webmaster's liaison?
4. Who are the key decision makers for the project?



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DESIGN INFORMATION

Do you already have logo or identity design? If "yes", can you provide in digital format.

Describe your company's PERSONALITY?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Progressive | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Reserved |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Family/Small Business |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Exclusive |
| <input type="checkbox"/> High-Tech | <input type="checkbox"/> Daring |
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Stable |
| <input type="checkbox"/> Expensive | <input type="checkbox"/> Inexpensive |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Serious |

Do you have a preference of colors in your design?

This is your chance to tell us about the colors that you like, or that you might already have in use (e.g. do you have vehicles on which the logo will be used, or sweet orange shag carpet in your office...?). Are bright colors your style, or do you prefer earth tones?

Is there anything specific that you DEFINITELY want to see in your design? (e.g. "I want to see a baseball")



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Is there anything specific that you do NOT want to see in your design? (e.g. "I do not want to see a picture of a hammer")

What STYLE do you want to convey? ex: Clean/Simple/Minimalistic? Corporate? Friendly? Fun? Serious? Tropical? etc.

Will the site have animation/movement? Please describe.

List 3 sites that you like or dislike and why?

- a.
- b.
- c.

What topics would you like to cover on the site? List additional topics as needed

- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.