

## The MultiMedia Factory Initial Questionnaire

*(over the phone)*

- Would you like to meet in person to discuss the site or speak over the phone?
- Can I get some preliminary information?

Company name: \_\_\_\_\_ contact name: \_\_\_\_\_

Company phone: \_\_\_\_\_ contact phone: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact email: \_\_\_\_\_

Other contact info: \_\_\_\_\_ current web address : \_\_\_\_\_

- What is your company's primary business? \_\_\_\_\_
- Is there anything you would like to tell us about your site/potential site before we meet?

\_\_\_\_\_

*(if they have an existing website)*

- What do you like about existing site? \_\_\_\_\_
- What do you dislike about your existing site? \_\_\_\_\_

\_\_\_\_\_

*(The following can be over phone or in person)*

- What is the primary purpose of the site? \_\_\_\_\_

*(Answer will determine if it is a basic site, data driven, or e-commerce)*

- Who is your target market? \_\_\_\_\_

\_\_\_\_\_

- Do you have a domain name for the site? \_\_\_\_\_
  - Is it registered? \_\_\_\_\_

- Do you have any alternatives if this is unavailable? \_\_\_\_\_

\_\_\_\_\_

- Are there any sites that you like? Why? \_\_\_\_\_

\_\_\_\_\_

- Do you see a particular style or theme for the site? (traditional/contemporary/high tech)? \_\_\_\_\_

\_\_\_\_\_

- Do you know the difference between a static & a flash site? \_\_\_\_\_
  - Do you have a preference? \_\_\_\_\_

*(Ask the following question if they **do not** have a preference)*

- Which is a higher priority for you, a dynamic, animated, visually striking site or a static site possibly with some flash elements that will be more search engine friendly? \_\_\_\_\_  
\_\_\_\_\_
- Do you already have a corporate identity program established (ie. Existing promo materials)?  
Please explain. \_\_\_\_\_
  - if you have existing marketing materials, do you have samples you could provide us with?  
Are the samples in digital form as well? \_\_\_\_\_
- Do you have an idea of the page structure for the site? \_\_\_\_\_
  - Any specific pages in mind? \_\_\_\_\_
- Will you be needing photography services? (people / products) \_\_\_\_\_
- Will you be in need of other media creation services (audio production / original music / video / virtual tours)? \_\_\_\_\_
- Will you be providing all of the images and photos or will we be supplying some or all of the photographs?  
\_\_\_\_\_
- Will you be supplying all of the text for the site or will you need us to create the text or will we need to modify text from existing promo material? \_\_\_\_\_
- If you are supplying, is the material in print or digital form? \_\_\_\_\_
- Will you be collecting any data on the site? (join our mailing list , sign up for news letter, submit product information request? Etc? Please Explain: \_\_\_\_\_  
\_\_\_\_\_
- Will you need the site updated frequently? \_\_\_\_\_
  - Please explain: \_\_\_\_\_
  - If so will you or someone at your office be making the changes?  
\_\_\_\_\_
  - If you will be making the changes will it be from a web design program or from a web browser?  
(internet explorer or simiar) \_\_\_\_\_
  - If you will not be making the changes, do you want us to give you a price on an update package?  
\_\_\_\_\_
- Do you have a need or desire to post your website in any language other than English? \_\_\_\_\_
  - Which language(s): \_\_\_\_\_

## DATA-DRIVEN WEBSITES (non-ecommerce)

- Do you have any idea of the total size of the database (number of records / people) within next 6 months, 12 months, and 24 months? \_\_\_\_\_
- What type of information / files will be kept in the database? (text/audio/photos/video etc)  
\_\_\_\_\_  
\_\_\_\_\_
- Do you know the average file size for the data file? \_\_\_\_\_
- Do you have any idea how many site visits/hits you expect per month with the first 6 months, 12 months, 24 months? \_\_\_\_\_
- Can you give me specific details on what you would like the site to accomplish in addition to what you've already explained? \_\_\_\_\_  
\_\_\_\_\_

## E-COMMERCE WEBSITES

- What product or products do you plan to sell online? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How many products will be listed on the site? \_\_\_\_\_  
\_\_\_\_\_
- What product information will you need to list on the site? \_\_\_\_\_  
\_\_\_\_\_
- Any images associated with the product ? \_\_\_\_\_
  - Will you need multiple images? (ie click to see larger image) \_\_\_\_\_
- Will you be processing credit cards online? \_\_\_\_\_
- Do you already have a company that handles credit card processing for you? \_\_\_\_\_
  - What is that company?
- Do you have a paypal account? \_\_\_\_\_ Will you be setting up one? \_\_\_\_\_
- Will you be changing your stock items frequently? \_\_\_\_\_
  - How frequently and what volume will be changed? ( ie. 1 item or 100 item changes at a time)
- Will you want to make changes or hire us to make changes? \_\_\_\_\_
- Will you be offering specials/seasonal discounts/volume discount? \_\_\_\_\_
  - Please explain: \_\_\_\_\_  
\_\_\_\_\_