

WEBSITE BRIEFING FORM

This Questionnaire is aimed towards understanding your product or service. Please provide as much information as possible, the more you inform us of at this time the more accurate the proposal and costing plan will be. Feel free to contact us at any time to answer any questions. If you would prefer to complete this questionnaire with a member of Jenetic we'll happily arrange a meeting and go through it together.

COMPANY INFORMATION

Company name:
Contact name:
Billing address:
Telephone number:
Mobile:
Email:
<i>Would you prefer us to reply to you via email or telephone?</i>

What is the nature of your business and what products or services do you sell?

Do you have premises you trade from or is this a purely online business?

What is your USP (Unique Sales Proposition or what makes you special)?

How do your clients buy or have knowledge of your products or services at the moment?

Are you primarily aimed at other businesses, special interest groups or consumers?

Please list some of your direct competitors:

Please describe your target customers or the audience you intend to reach
(for example their interests, age, sex, social status, wealth bracket)

WEBSITE REQUIREMENTS

Will the website be a completely new site or will it be a re-design/re-development of an existing site? *If so please give existing url. e.g www.jenetic.co.uk*

Do you already have a domain name? *If so please state url & provider:*

Do you already have hosting and email accounts?
If so please state the service provider and hosting package:

Please list some of your direct competitors' websites:

Please list any other sites which you think we should be aware of and why:

What is the purpose of your website, for example is it to:

- | | |
|---|--------|
| Sell products online? | YES NO |
| Increase business by introducing online sales? | YES NO |
| Increase amount of customers to your premises? | YES NO |
| Promote a new product or service? | YES NO |
| Collect information electronically (eg online surveys)? | YES NO |
| Increase membership/loyalty/support? | YES NO |
| Showcase a portfolio of work/products? | YES NO |
| Increase visitor numbers to existing site? | YES NO |

Any additional purposes?

Are visitors to your site likely to include a high proportion of people with impaired sight or any disability which we should be aware of?

If you intend to make sales over the web:

How many categories do your products come under? *please state:*

...and how many products approximately within each category do you want to sell?

Will your clients buy your product/services online using a credit or debit card or contact you by phone?

If your selling online, will you be using PayPal or do you already have a merchant account?

Do you have a 'real world' shop? *If so how many?*

Do you have any special issues concerning foreign currencies, sales tax, shipping etc.?

TECHNICAL

Do you want to be able to update some or all of the pages within the site yourself? *Content Management System (CMS)*

Will there be any online forms for visitors to complete? *If so please state:*

Do you require a reservation or online booking system?

Will users need to search sections of the site?

Will all or part of the site be in any language other than English? *If so please state:*

Do you require any animation, moving images or video clips?

Please describe what you require: *If appropriate, the addresses of other sites which use similar techniques.*

NAVIGATION

Please list the different pages / menu categories that are likely to be required within the site.

HOME PAGE leading to:

PRIMARY NAVIGATION (pages accessed direct from home page)

EXAMPLE : PAGE Title: ABOUT US

PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title:
PAGE Title: <i>please continue if necessary:</i>

SECONDARY NAVIGATION (drop downs/links to 'sub-pages')

EXAMPLE : PAGE Title: ABOUT US / SUB Page(s): ABOUT COMPANY - ABOUT SERVICES

PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
PAGE Title:	/ SUB Page(s):
<i>please continue if necessary:</i>	

SEARCH ENGINE OPTIMISATION (SEO)

How will people be directed to your website – is it important that you are highly ranked in search engines?

If searching for your site within a search engine, what keywords and phrases might be describe your business or service?

BUDGETS & DEADLINES

Please indicate any budget constraints

Please indicate deadline for website to go live?

Any other information

Please provide any other information which you believe we might need to know, which hasn't already been covered.

Email completed briefing form to: enquiries@jenetic.co.uk

What happens next?

Proposal and cost quotation

Websites vary enormously in what objectives they set out to achieve. This means the content and complexity can be greatly varied from website to website. However using the information you have provided above we should have gained a reasonable idea of your business position and website requirements to create a proposal and cost quotation.

Charges are based on project time for design and development. This is of high importance to assess as accurately as possible at the outset. We never charge more than we quote for a project unless the specifications are changed, by yourself part way through, in which case the onus is on us to warn you and re-quote accordingly.

Signing Contracts / Payment Terms

We will not begin your project until you have accepted our quotation for the project which is subject to signing our terms and conditions. This can be sent to you on request. We ask for 50% payment upfront and the balance on completion. This ensures we are committed to working with each other and reaching a successful conclusion.