

Website Brainstorm

Create Your Impact | www.createyourimpact.com

Please send completed questionnaires to Orders@CreateYourImpact.com

Your Name:

Company:

Office Address:

Your Areas Covered:

Please describe your company/corporation and your products/services:

Who are your targeted customers?

Cell:

Direct Phone:

Fax:

Office Phone:

Office Fax:

Email:

Website:

Hosting Company:

Domain Registrar:

Other contact related information:

New Website Brainstorm Questionnaire

By Create Your Impact | www.createyourimpact.com

Website Brainstorm

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Budget & Timeline:

Do you have a budget in mind for this project?

Please answer here

Do you need the site to go live by or on a certain date? If you do, why? (A press campaign, a specific event etc.)

Please answer here

Your Organization, Business, Cause, Etc..

Tell us about your organization. Where are you based, what do you do, who are your customers? Is it small, Medium, Large? Franchise? What makes your company special?

Please answer here

Your Existing Website

Do you have an existing website? If so, what is the web address?

Please answer here

Do you need us to replace this website with a fresh one, or is this a separate project?

Please answer here

What do you like or dislike about your current website?

Please answer here

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New Website Wish List!

What is the site's purpose and what will it do? What business problems do you need your site to solve?

Please answer here

Who are your competitors? Do they have websites, if they do what are their web addresses?

Please answer here

Do you need to write new content for your website?

Please answer here

Have you seen websites that you like? Please list them and give us details about what you like about each one:

Please answer here

Your Site's Audience

Who are your primary users going to be? (These are the most important people – if they like it, use it, then it'll be mission accomplished. There can be multiple groups of these primary users, so give us as much detail as possible)

Please answer here

Have your current users reported any problems or issues that they'd like addressed?

Please answer here

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Functionality & Site Planning

How big do you think your site will be? How many pages of content?

Please answer here

Do you use a content management system now? If you do, what is it called, will you need to use it for this project? Do you like it?

Please answer here

Does the site need to have any specific functions (Ecommerce, forums, chat applications, social networking features, a members area...etc.)

Please answer here

Would you like to present Flash content, video content, audio content or any other media types that we should be aware of?

Please answer here

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DESIGN:

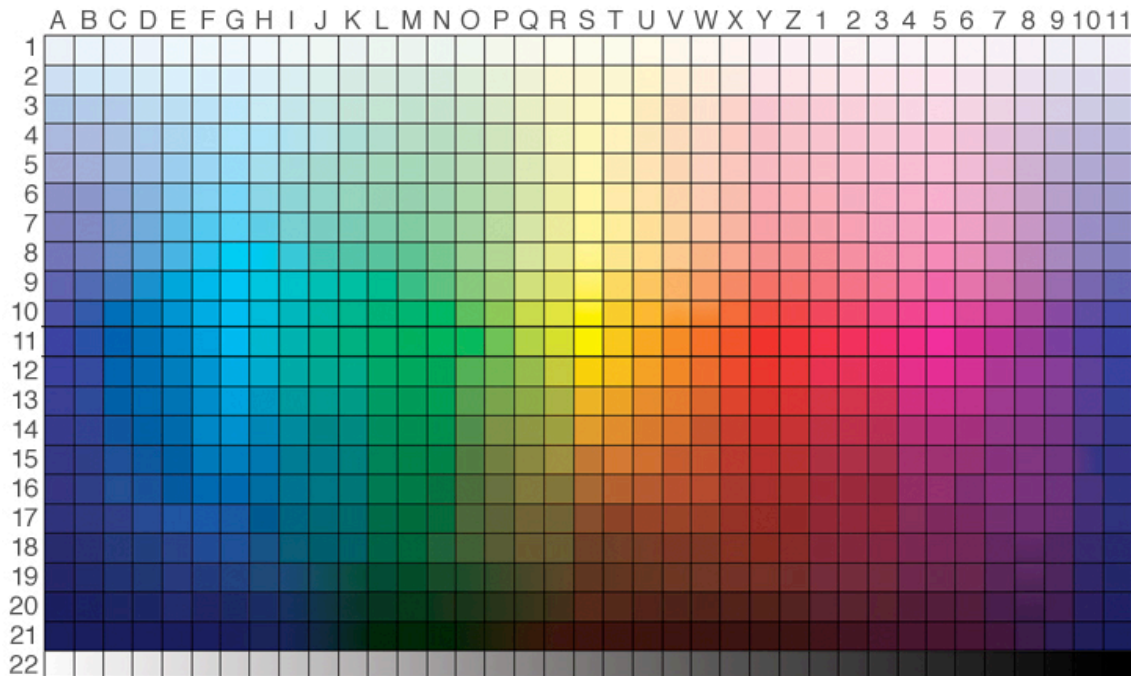
The two answers you provide below will give our design team a starting point for the look and feel of your new branding.

1. Please select from the following characteristics that best describe the image you would most like to project:

Progressive, Bold, Corporate, Friendly, High-Tech, Trendy, Expensive, Fun, Traditional, Reserved, Family/Small Business, Exclusive, Daring, Stable, Inexpensive, Serious

Other(s):

2: Please choose the colors that you are the most attracted to:



List coordinating colors (for example, L-11, 8-22 etc.):

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LOGO DESIGN:

Please answer the following questions if you are interested in having us design a logo for you.

1. Would you like to include a tagline with your logo? If so, please enter your tagline here exactly as you wish it to appear in your logo.

2. Would you like a symbol or a logotype?

Symbol -- this is a more abstract illustration with your company name typeset alongside

Logotype -- this incorporates your company name into the logo itself

3. Please take a moment to look at our logo portfolio at createyourimpact.com to find any existing logo that might have the feel/look that you desire (be it color, font, style, look, size, shape, etc), or list the websites where some examples can be seen.

4. Is there any imagery that you DEFINITELY want to see in your logo? Any that you do NOT want?

5. Starting with the most important application, where will you use your logo? (i.e. Business cards, promotional products, building signage, work trucks, website)