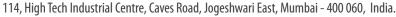# WEBSITE **PROJECT PLANNER**

Below you will find a questionnaire which is the first stage of website development at Zuri Pixel. It is meant to help us gather information for your quote and for further design and development process.

Please try to give accurate, thoughtful, detailed replies to the questions given below. Your reply will help us gain valuable insight on your company, the business you conduct, and your customers, as well as your taste and personal preferences. Most importantly, your replies will help us formulate the goals your new site will be required to achieve.

To fill in this document, you will need Adobe Acrobat 5 or upwards. Get the latest version of this product here: http://get.adobe.com/reader/

What is the aim of your new website?

Is it the first version, or are you looking to redesign your existing site? If you want your site to undergo a redesign, describe the things you don't like and wish to see corrected.

List any results you would like to reach by this new (awesome) website.

This could be boosting your sales, increasing brand recognition, diving more visitors to your web- site,increasing customer base etc.

Tell us about your company/non-profit organisation/idea.

Give us the full name, its correct spelling, possible abbreviations, the common name to be used throughout the site, etc.

Does your company/non-profit organisation/idea have a formulated mission?

If you have a slogan or a tagline, please include them, too.

Describe your where your company/non-profit organisation/idea is going.

List the key points of your marketing message, your advantages, anything else you would like your potential customers to know about you in the first place.

Who are your customers?

Describe your target audience, if possible, including their age, sex, social status, income etc.

List 3-5 sites you like.

Try to mention why you like these sites, and note possible disadvantages, if any.

List several sites you don't like.

Try to go into detail concerning the features and qualities of these sites you find disadvantageous, and the possible reasons.

Give us your idea of the color scheme to be used when designing your new site.

If you have corporate identity elements, like a logo, a brand book, printed ads which you think we could use while working on the design, please mention this and deliver these materials to us.

Characterize the mood and associations you would like your new design to convey.

Check the fields you find to be the closest to your concept, or give your ideas in the field below.

Corporate look
Design based on bright, loud color solutions
Minimalist, functionality-driven design
Design with lots of big appealing illustrations

If possible, please indicate the expected budged of this project.

$1,000 - $5,000
$5,000 - $10,000
$10,000+
$50,000+

Please save this document and email it to us:

approach@zuripixel.com

If you have any additional materials to send, please attach these to your email. We will get back to you with further information as soon as possible.

Thank you for taking the time out of your day to fill out this web questionnaire!
Your time is valuable to us, so Thank You!

If you have questions, please do not hesitate to contact us.
approach@zuripixel.com / +91 (22) 4075 3305