



BOTICS COMPUTER CONSULTING SERVICES, INC.
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BOTICS Questionnaire for Website Marketing & Design

Our team thanks you for your interest in our web design services. We appreciate you taking the time to find out more about us. Now we need to learn more about your business and web site requirements.

To facilitate this discovery process, we have developed a questionnaire that will provide us the information we need to better calculate the level of effort needed to meet your web site needs.

General Information

Company Name: _____

Primary Contact: _____

Title or Position: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Phone: _____ **Fax:** _____

Email Address: _____

Do you own a registered domain name for your web site? Yes No

If you answered no, what domain name would you like to register?

http://www._____

Do you have a web site that is up and running? Yes No

If you answered yes, do you have someone taking care of your web site (a web design programmer or webmaster)? Yes No

BOTICS Questionnaire for Website Marketing & Design

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Current Web Site (If Applicable)

1. Do you feel your current site promotes a favorable user experience? Why or why not?

2. What specific areas of your current site do you feel are successful and why?

3. What shortcomings exist with your current site?

4. What three things would you change on the site if you could?

1. _____ 2. _____ 3. _____

5. Have you conducted usability tests or gathered user feedback for your current web site? If so, how long ago? Please include any reports or findings.

6. How important is it to maintain your current look and feel, logo, and branding?

New Web Site

Please Check All Areas of Interest:

- We are contemplating building a new web site.
- We are seriously planning a new web site within the next six months.
- We desire a new web site ASAP.
- We already have a web site; but we are not pleased with the results.
- We want professional management of our existing web site.
- We have a web site; we just need a reliable hosting company.

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What general goals do you want your web site to accomplish? Please check all that apply.

- Produce new, qualified leads
- E- commerce (sell products online)
- Leverage other advertising you may be doing
- Improve customer service
- I need a proactive professional to help me with my site
- Build an e-Mail list
- Provide detailed product info
- Answer Frequently Asked Questions (FAQ's)
- Provide testimonials
- Provide audio or video
- Ability to receive e-Mail anywhere
- Keep customers current on changing info
- Jump ahead of your competition
- Increase the image/prestige of your business
- Reduce your overhead (postage, printing, etc.)
- Test a new sales letter or perform test marketing
- Provide photos specific to your company
- Educate about your company, service, or product
- Provide articles and downloadable brochures (Adobe™ PDF's) to your visitors
- Provide map or directions
- Provide links to other websites
- Obtain a reliable web design firm

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1. Describe any other general goals not listed on page three of this questionnaire.

Project Summary

1. The nature of the web site is:

- Business to Business Business to Consumer A Combination

2. What is the basic overview of the project? Briefly include background information if relevant.

3. What are the primary online business objectives of the site? (increased sales, marketing/branding awareness, fewer customer service calls.)

4. What is the single most desired action for a visitor to take while at your website? For example, call a phone number, fill out a form, sign up for a mailing list, make a purchase, request a free report, download a brochure, etc.

5. If you plan on selling products from your website, please tell us a little about your product line. Please include a general description, number of categories, special ordering procedures, how many products you offer, how often products change, and any thing else that will help us analyze your commerce requirements. Do you have regular specials or discounts?

6. Do you have a marketing plan? If yes, briefly describe your marketing strategy. If no, indicate no marketing strategy.

7. What is the main business problem you hope to solve with your new web site?

General Audience

Profiling your target audience allows us to gain a comprehensive understanding of who your web site is being developed for. This critical insight will be the building blocks for a successful customer based web site that will provide you with many years of use.

1. Is your business geographically constrained? If yes, please describe the geographic region you wish to target.

2. How often is the user online, and what does he/she generally use the web for?

3. If you already know the "search terms" you want to be found under in the search engines, please list a few of those terms below.

4. What are the key reasons why the target user chooses your company's products and/or services (cost, service, value)?

5. How many people (as far as you can tell) will access your site on a daily, weekly, or monthly basis?

6. How do you plan to measure usage?

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Perception Of Your Web Site

1. What best describes your branding and design position:

- We need branding and design development
- The web site will incorporate our current branding and design strategy

2. Briefly describe the desired look you want for your website. For example, is your business image contemporary, optimistic, conservative, serious, elegant, professional, creative, spiritual, expensive, upscale, restrained, informal, peaceful, wholesome, or environmentally friendly?

3. Is this different than the current image perception?

4. How is your company currently perceived offline?

5. How does your company differentiate itself from competitors?

6. What specifically sets your company apart from your competition?

7. Please list competitor URLs or company names.

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8. List the URLs of any sites you find similar to your desires.

9. What specifically do you like about these sites?

10. What are some specific visual goals the site should convey?

Communication Strategy

1. State a single word or phrase that will appropriately describe the web site once it is launched.

2. What is the overall message you are trying to convey to your target audience?
(For example: cost-effective, secure, reliable, efficient, etc.)

3. How will you convey the overall message? (For example, effective messaging through copy, directed path towards goal, specific offer on home page.)

4. How will you measure the success of the site?

Content of Your New Web Site

1. Will this site use existing content from a current site?

- Yes No

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If yes, what is the source, who is responsible for approval, and has the content been audited?

If not, will you be creating content in-house or using an outside provider?

2. What is the basic structure of the content, and how is it organized?

3. Is it a complete overhaul of a current site or an expansion of a current site?

Yes No

4. Describe visual elements or content that should be utilized from your current site or marketing materials (color scheme, navigation, naming conventions, and so on).

5. If applicable, how will the content of the new site (along with functionality and navigation) expand or differ from your current site?

6. Do you have an existing sitemap for an outgoing site structure?

Yes No

7. Do you already have a sitemap or outline for the proposed redesign?

Yes No

8. How many web pages do you estimate you will need for your new web site?

9. Do you need us to create a logo for you?

Yes No

10. If you already have a logo, please advise us how we can obtain it from you. For example: Can you Fed-Ex or mail us your logo on CDROM? Can your printer or sign person supply us with a digital copy? Can you e-Mail us a digital copy?

11. Does your business incorporate any particular colors, symbols, or shapes that you use in other areas or advertising?

Technology

1. What is the target platform and browser of your most common users (if you know)?

2. Web hosting:

- We already have Web hosting services
- We need a Web host, pricing and service options

3. Are there specific technologies (Flash™, DHTML, JavaScript, Real Audio™) that you would like to use in your new web site? If so, how do you think they will enhance the user experience? Please describe in detail.

4. Will you have database functionality (dynamic content generation, search capabilities, personalization/login)?

- Yes
- No

5. Do you already have a database in place? If so, please describe it in detail, including specific information regarding existing programs and software.

6. Will you have a need for secure transactions (e-commerce)?

7. Do you already offer transaction processing online? Please describe in detail.

Interactive Elements

The ability to interact with users and collect user data is invaluable and will enable you to gain a better understanding of your user-base. Analysis of this information will allow you to remain competitive and retain customers.

Indicate the services that would facilitate your on-line business objectives:

Interactive Elements

- Information Request Form
- User Login / Password
- E-Mail Newsletter
- Calendar of Events
- Content Management
- Banner Advertisements
- Surveys/Polls/Prizes
- Printer-friendly pages
- Other: _____

Advanced Interactive Elements

- Virtual Postcards
- Discount Coupon Codes
- Cross-selling and Item Recommendations
- User Product Reviews
- Gift Registry/Gift Certificates/Gift Reminders
- Search Functionality
- Real-time Credit Card Authorization

Marketing / Updating Your Web Site

1. Do you have an existing or planned marketing strategy in mind to promote this web site? If so, please describe.

2. How will most people find out about your website?

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- | | |
|--|--|
| <input type="checkbox"/> Newspaper Ads | <input type="checkbox"/> Direct Mail |
| <input type="checkbox"/> Magazine Ads | <input type="checkbox"/> E-Mail Campaign |
| <input type="checkbox"/> Radio Ads | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Telephone Directory | <input type="checkbox"/> Other |

3. What are your short-term marketing plans (specifically, now, and the 12 months following launch)?

4. Do you intend to make regular updates to your web site?

Yes, we need help in the administrative aspect of our web site on:

- an hourly basis a daily basis a weekly basis a monthly basis

No, our site will only need:

- seasonal updates quarterly semi-annual or annual updates

5. Who will be responsible for updates and providing content after the site is launched?

We Are Waiting To Help You!

This information is just the beginning of your online marketing project. We will discuss your web objective in detail in person, over the phone, or through e-Mail. If there is anything else you would like us to know regarding your business please use the sheet of paper at the end of this document and provide that information to us as well.

How did you hear about BOTICS Computer Consulting Services, Inc.?

- Search engine
 Advertisement
 Saw some of your work online
 Referred by friend or associate
 Other: _____

You may fax this questionnaire to: 305-666-1979 or if you prefer mail it to:

BOTICS
P.O. Box 562153
Miami, Florida 33256-2153

Thank you – The BOTICS Team!

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