



WEBSITE DESIGN QUESTIONNAIRE

This questionnaire is designed to enhance communications between Apocalyp-to Media and our clients. Please keep a copy of this document at hand so that when you discuss your project on the phone with your Apocalyp-to Media Project Manager, you both can refer to the same information.

Completion Date: ____ / ____ / ____

PROJECT CODE: _____ (i.e. LastName_Project#)

*Completed by Apocalyp-to Media

BACKGROUND

Organization Name: _____

Organization Address: _____

City: _____ ST: _____ ZIP: _____

Representative Name & Title (please print): _____

Representative Contact: () _____ - _____ (cell / office / home)

Representative Contact: () _____ - _____ (cell / office / home)

Email address: _____

Preferred Method of Contact: __ Telephone __ Email

Hours of Availability: _____ Monday _____ Tuesday _____ Wednesday

_____ Thursday _____ Friday _____ Saturday _____ Sunday

List 3 key aspects of your business.

1. _____

2. _____

3. _____

GOAL STMT: (i.e. Goals, objectives, etc.)

DESIGN BUDGET

What is the approximate amount that you are estimating to spend for your site?

___ \$200-400 ___ \$400-600 ___ \$600-1000 ___ \$1000 – 1500 ___ \$1500+

Additional budget notes: _____

TARGET AUDIENCE

Who is your target audience? Check all that apply.

Gender: ___ Male and Female ___ Male only ___ Female only

Age: ___ All ___ 13-18 years old ___ 19-24 years old ___ 25-40 years old ___ >40 years old

Additional target audience details: _____

DOMAIN AND SITE INFORMATION

Domain Name must be registered and approved before you can use it. If you don't have a Domain Name or Internet Service provider, we can assist you.

1. Has your Domain Name been registered? Y / N

1a. If Yes, what is your Domain Name and who is the Domain Registrar?

DOMAIN NAME: _____

DOMAIN HOST: _____

HOST PHONE: () _____ - _____ (main / tech support)

E-MAIL for support or help: _____

1b. SERVER INFORMATION (used for accessing existing internet files)

IS YOUR SERVER WINDOWS OR LINUX BASED? WINDOWS / LINUX / DON'T KNOW

FTP SERVER NAME: _____

FTP PORT: _____ (should be a 2 or 3 digit number)

UserID: _____ Password: _____

1c. If you answered No to question 1, what is/are your desired Domain Name(s)?

DESIRED DOMAIN NAME:

http://www. _____ (Option 1)

http://www. _____ (Option 2)

http://www. _____ (Option 3)

2. Registering and Advertising Your Web site

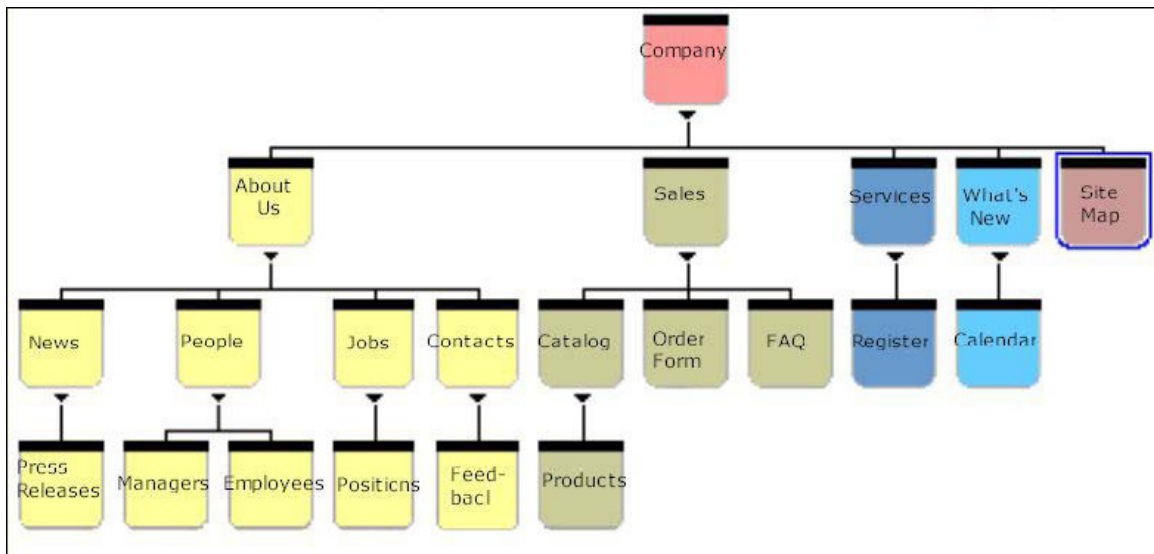
We will submit your information to Web search engines to "register" your web site (extra cost included) after final payment is received. Before doing this we work with you to get 10 to 50 keywords and a carefully constructed 25-word site description containing the most important keywords.

3. Maintenance and Updating

Please refer to your specific Web Site Agreement for terms and conditions of maintenance and updates.

SITE ORGANIZATION

Please provide us with a site organizational chart, like the one illustrated below. This can be handled by yourself or in consultation with your Web Site Project Manager. Please make sure to link all appropriate pages. External links (i.e. Links to Web sites outside of your domain) should be provided on a separate page.



Check ALL OPTIONS below that apply. If an option is not listed, please write it in one of the empty fields provided below.

<input type="checkbox"/> HOME	<input type="checkbox"/> PRODUCTS	<input type="checkbox"/> ABOUT US
<input type="checkbox"/> CONTACT US	<input type="checkbox"/> CONTACT FORM	<input type="checkbox"/> SERVICES
<input type="checkbox"/> NEWS	<input type="checkbox"/> PRODUCTS	<input type="checkbox"/> FEEDBACK
<input type="checkbox"/> TESTIMONIALS	<input type="checkbox"/> ABOUT THE OWNER	<input type="checkbox"/> EMPLOYMENT
<input type="checkbox"/> FAQ	<input type="checkbox"/> OUR PARTNERS	<input type="checkbox"/> OUR CLIENTS
<input type="checkbox"/> UPCOMING EVENTS		

Total number of pages you have decided upon: _____

NOTE: All text for pages will need to be provided by client. This text needs to be provided within 7 days after signing the Web Design Contract.

*NOTE: All text should be spell checked prior to sending to Apocalypto Media. It will be the responsibility of the client to spell check all created pages. Excessive changes that coincide with original documentation provided by client can incur *additional costs*.

SITE FUNCTIONALITY

This section is designed to capture the Client's expectations with how they would like for their site to operate. If any of this functionality is not captured in the initial phases of the project, and have to be add later, additional costs can apply.

1. In your own words, describe how you would like for your site to appear and operate:

2. Will you be selling merchandise on your website? **Y / N**
3. If Yes to Question 2, how do you plan to receive payment?

- PayPal**
 Mail
 Cash-in-person or C.O.D
 Other _____

SITE ADDITIONS

1. Check any of the following that you would like to have on your website:

- Calendar or Upcoming Events
 Slideshow
 Guest Book
 Contact Form
 Page Introduction (Audio)
 On-Line Ordering
 PayPal Set-up
 Database for information gathering
 Animation
 File uploading
 File Access (downloading documents, i.e. PDF or Word Documents)
 User Login (Issued User Name and Password)

SITE GRAPHICS

Graphics, photos and other illustrations is what can separate you site from being merely just another Web site to a site that fully represents your companies products and services in a manner that maintains or enhances your corporate image. Please consider each of the following for your Web site.

Company Logo

1. Do you have a Company Logo? **Y / N***

**NOTE: If you do not have a Company Logo, inquire about our Logo Creation services.*

2. Does your Company Logo need upgrading or refurbishing? **Y / N**

- 2a. Are you interested in animating your logo? **Y / N**

- 2b. Do you want your Company's Logo incorporated within your website? **Y / N**

NOTE: If you answered Yes to Question 2, a digital color copy of your logo will need to be provided.

3. Do you have a company slogan/tagline/motto? **Y / N**

If yes, what is the slogan/tagline/motto?

3a. Do you want the slogan/tagline/motto on your website? **Y / N**

***Do you know of any companies that you like their logo design? Y / N**

If Yes, please list: _____

Graphics and Images

1. If your site sells a product or service, do you want photographs of the products or services included within the website? **Y / N**
2. Do you currently have photographs available (either hard or softcopy) of the product or service? **Y / N**
3. Do you want other subject, topic, or product related photographs or images incorporated within the site? **Y / N**

NOTE: If you do not have photographs, but would like to have some taken of you, your product, and/or service for inclusion within your website, inquire about Apocalypto's Photography services. These services can be incorporated into your project. If interested, please inform your Project Manager.

AUDIO PREFERENCES

Music

1. Do you want to have background music playing within your website? **Yes / No**
2. If Yes to Question 1, do you want the same track played on ALL site pages? **Yes / No**
3. Do you want to give the user the option to disable music? **Yes / No**
4. Do you have a musical song preference or genre? **Yes / No**

If Yes, Song Title / Genre: _____ Artist: _____

NOTE: As stated in the Appendix, any song usage will need to be approved by the Copyright owner. Any infringement can be subject to litigation. If you would like music on your site, speak to your Project Manager about music composition services offered by Apocalypto Media. Additional costs will apply.

TEXT & COLOR PREFERENCES

1. TYPEFACE

By definition, a Typeface contains a series of fonts. For example, the 'typeface' Arial contains the 'fonts' Arial, Arial Bold, Arial Italic and Arial Bold Italic.

Do you have a TYPEFACE preference? Yes / No

If Yes, TYPEFACE preference: _____ (List ONLY one)

2. FONT TYPE (Examples in Appendix)

Do you have a FONT type preference? Yes / No

If Yes, FONT type preference(s):

HEADER _____

SUBHEADERS _____

PARAGRAPHS _____

3. COLOR

For the most part, we recommend a white or light colored background for best readability and contrast. If certain colors (or pantones) are used in the corporate image and or representations of products or logos, we suggest using those colors as a basis for your website.

Text color or pantone: _____

Background color or pantone: _____

Additional Palette colors: _____

***Do you know of any companies that you like their website format or design? Y / N**

If Yes, what are they: _____

4. MISCELLANEOUS

a. Are there any shapes or images that you don't want to use? i.e. Lines, Cirlces, Squares, Italics, Underlining, etc.? If so, list in the area below.

b. Do you want Copyright and trademark information displayed in small print at the bottom of every page? **Y / N**

i.e. - © Copyright <Your_Company_Name> 2007. All rights reserved.

c. May we include a link at the bottom of the site pages which reads "*Website Designed by Apocalypto Media*"? **Y / N**

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On behalf of our organization, I approve the above plan which I have developed with Apocalypto Media to design, create, and if necessary, implement the designed website. I authorize Apocalypto Media to use this Website Design Questionnaire as the basis of this project.

/s/ _____

Apocalypto Media representative

/s/ _____

Organization Representative

Below this line to be completed by Apocalypto Media Project Manager

TARGET COMPLETION DATE & MILESTONES:

Quoted Amount for Design: \$ _____

Design Phase: _____

Mid-Design Milestone: _____

Test Phase: _____

Implementation/Installation: _____

Website completion and final invoice: _____

Maintenance Phase: _____

Additional Notes:

