

Web Presence and eBusiness Needs Analysis Questionnaire

Please fill out this questionnaire as a way of assisting us in determining how we may best help you develop your web presence, software and ecommerce capabilities, and overall marketing strategy. When finished you can mail the completed document to us at the following address:

Intellitecture
P.O. Box 106
Syracuse, NY 13206

For your convenience, an online version of this questionnaire is available on the Intellitecture website at the following internet address:

<http://www.intellitecture.com/webpresence>

When you submit the online questionnaire, your answers will be automatically emailed to us.

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General Questions

Contact Info

Name: _____

Company or business: _____

Position/Title: _____

Best way to contact you: _____

Office/home phone: _____ Cell: _____

Email: _____ Fax: _____

Postal address: _____

How did you hear about Intellitecture? _____

Business Information

Industry/market: _____

Years in business: _____

Number of employees if any: _____

How does the company market itself? _____

What are your primary means of generating new business? _____

Does your company have a separate marketing division? _____

Do you work with any marketing or advertising agencies? _____

Do you work with any graphic design companies? _____

Describe your customers or client base (demographics, industry, etc.): _____

Why do they come to you? _____

Tell us more about your company: _____

Your Competition

Your competitors: _____

Web address: _____

Web address: _____

Web address: _____

What do your competitors do differently? _____

What do you do differently? _____

What motivates or ought to motivate your customers to choose your company over the competition? _____

Your Web Presence

Existing Web Site/Services

Currently active domain names: _____
(if any)

Your hosting company: _____

Hosting cost: _____ Per month Per year

Your home or office internet connection provider: _____

Connection cost: _____ Per month Per year

If you *already have* a website, please note all objectives/purposes of your site *that it already addresses*, whether adequately or not (check all that apply). You'll have a chance to note those areas where your site need improvement below.

Marketing/advertising

Increase offline sales/business

Expand your business regionally

Grow into international markets

Mail order/ecommerce.....

Business to business web services/information transfer.....

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- Email contact form
 - Customer service
 - Product information
 - Product documentation.....
 - Portfolio
 - Map/directions.....
 - Build an email mailing list
 - Customer newsletter
 - Internal company newsletter.....
 - Subscription ezine
 - Surveys.....
 - Schedule of events.....
 - New employee recruitment.....
 - Photo album.....
 - Art gallery.....
 - Music samples
 - Online-auction-related services (ex. image hosting).....
 - Special interest/professional.....
 - Public interest
 - Government/political.....
 - Charity/donations
 - Religious
 - Free services/products/information

Other objectives/purposes your website fulfills: _____

Whether you already have a website or not, please also note all objectives/purposes of your site *that you would like it to fulfill but it doesn't yet or doesn't fulfill adequately* (check all that apply):

- Marketing/advertising
- Increase offline sales/business
- Expand your business regionally
- Grow into international markets
- Mail order/ecommerce
- Business to business web services/information transfer
- Email contact form
- Customer service
- Product information
- Product documentation.....
- Portfolio
- Map/directions.....
- Build an email mailing list
- Customer newsletter
- Internal company newsletter
- Subscription ezine
- Surveys.....
- Schedule of events.....
- New employee recruitment.....
- Photo album.....
- Art gallery.....
- Music samples

Online-auction-related services (ex. image hosting).....

Special interest/professional.....

Public interest

Government/political.....

Charity/donations

Religious

Free services/products/information

Other objectives/purposes you would like your site to fulfill or you would like it to fulfill more adequately: _____

How do you envision your site fulfilling the objectives you've described? _____

How do you market your website? _____

Visitors' favorite features (most popular pages on your site): _____

Feedback you've received about your site: _____

Hit counts of your existing site (if known): _____

How many visitors would you like to attract to your site? _____

Do you want visitors to be able to search your site? _____

If you answered "yes" to the previous question, what types of search do you envision?

Who developed your current site(s)? _____

Points of Style

Architecture / Layout

Do you have a proposed flow chart for the structure/navigation of your site? If “yes”, please include any sketches or diagrams you may have with this questionnaire. _____

Do you have any thoughts about the page layout or overall look and feel? Please include any sketches or diagrams you may have with this questionnaire. _____

Do you have a proposed color scheme or colors you want to use on the site? _____

Would you like to see a lot of dynamic graphics and a high level of interactivity on your site? _____

Do you want background music for the site? _____

Do you have any specific design features, imagery, or other elements you’d like to use on the site? _____

Please list web addresses (URLs) of any websites with specific layout, design, or interactivity features you'd like to include on your own website. Note the features of each sites that you like (use the blank space below if you need more room or have any other thoughts or requirements for your website or ecommerce application).
