



The **Entropia Design Studio**

Pre-Web Build Questionnaire

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Sites created using this form can be completed with up to 40% more efficiency.

New to the web industry?

Don't worry. We'll make it easy for you. Just complete each question to the best of your ability. Your new site is a long-term investment. Envision your online business several months or years in the future.

ONCE THIS FORM IS COMPLETE: Return it **via fax** to (253) 663-5806 or **via e-mail** to info@entropiaDS.com

* Your Name:	<input type="text"/>	* Phone Number:	<input type="text"/>
Business Name:	<input type="text"/>	* E-mail:	<input type="text"/>
Location:	<input type="text"/>	Fax:	<input type="text"/>

Why are you having this website developed?

- To **only** provide information about my business.
- To **inform** and **promote** my business on the web.
- I have an advertising budget.
- I'm not advertising now.
- To **sell** my products or services online.
- I plan to **take credit cards** orders.
- I will only **use Paypal** for orders.
- Other

Do you currently have a domain name / web hosting?

- Yes**, I have domain name. The online URL is:
- No**, but I think I'd like:

Do you have a professionally designed logo?

- Yes**, I have a logo.
- No**, but I would like you to create one for me.

A logo is the core of your identity, defining and symbolizing the character of your company. Great logos lay a foundation for creating a successful image unique to your organization. We ensure your logo compliments your new site's style.

Please describe your **overall budget** for this project:



What is dynamic content and will you need it for your site?

Modern websites are created with **Dynamic Content**. This term describes the ability a website has to interact with its different users. Dynamic content is required for user logins, shopping carts and forms. Profitable websites must be kept up to date on a regular basis. We provide you with the choice of a **Web Maintenance Plan** and/or **Content Management System** for updates. Our simple Content Management Systems allows administrators to edit site content quickly, or if you prefer, Entropia can update and promote the site for you. The combination of a web maintenance plan with a content management system will allow you to achieve the best dynamic results.

Yes, I definitely need Dynamic Content.

- I would like a **Content Management System**.
- I would like to see your **Web Maintenance Plans**.

No, I do not need Dynamic Content.

- I **do not** want a dynamically programmed site.
- I will make the site updates myself.

Additional Comments:

Have you developed the content for your website?

Yes, the site content is complete and organized.

No, I have not developed site content.

I am currently **in the process** of creating content.

- I will **require assistance** in creating this content.
- I will complete the content **without assistance**.

- It is **less** than half complete.
- It is **more** than halfway complete.

Other

Do you use a tagline or slogan with your marketing?

Yes, the slogan I would like to use is:

No, I prefer not to use one.

Maybe:

Do you have or require supplemental / promotional materials?

Yes, I can provide previous ads, promos, etc.

No, I only want a minor online presence.

Yes, but they need to include the new website.

- To help stay within the budget.
- I'm not interested in promoting the site.

- I'd like to know more about **new materials**.
- I'd like to **modify** what I have now, if possible.

Other

On what **date** would you like your site to go **LIVE**:



How will users navigate your website?

Every website must have a **Navigation System**. A navigation system is generally a short menu of **Links** connecting one page of a website to another. Each individual page has separate content, and users will need a way to access each public webpage. Basic websites usually consist of five pages, while e-commerce sites may consist of hundreds or even thousands of pages with several sets of navigation menus to display all the page links.

Check the box next to navigation menu, then fill-in the names of the pages your site will have.

If you an extensive drop-down menu or **more than 25 pages / products** on your site, please list only the main pages.

* Main Nav: Home Contact Us

Sub-Nav:

2nd Nav:

Approximate number of products or pages:

What other sites have the look, feel or functionality you want for your site?

List the **Site URL** below:

Explain the site's appeal to you. ex) **Navigation, Colors, Content**

Should your site be developed with any of the following features?

- Site-wide Search Engine**
- Flash Intro / Header**
- Music or Video Clips** (Or Streaming)
- Message Board / Forum**
- Members Only Section**
- Newsletter or RSS Feed**
- Also Include the following features:**

Keywords are used to help search engines find your website. **List your keyword ideas below:**



How should users interpret your website?

Websites are created with the intention of conveying information as well as delivering an emotional impact. We conceptualize websites by separating them into two categories: **Style** and **Image**. Check all boxes that define you.

Your Image

- Elite
- Cutting-edge
- Corporate
- Traditional
- Contemporary
- Professional
- Expensive
- Fun & Exciting
- Parody
- Personal
- Friendly
- Spiritual
- Creative
- Low-Cost
- Affordable
- Casual
- Macabre
- Dark & Dreary

Your Style

- Cool & Serene
- Soft & Mellow
- Minimal & Simple
- Romantic & Sensual
- Classy & Elegant
- Natural & Organic
- Fancy & Upscale
- Classic & Historic
- Ethnic or Foreign
- Bold & Powerful
- High Energy
- Corporate & Clean
- High-tech w/ Detail
- Artistic & Creative
- Hip & Funky
- Fun & Playful
- Flashy Eye Candy
- Festive & Party

List any other style or image suggestions:

Who is your target audience? (check all that apply)

- AGES: 1 - 12 **Children**
- AGES: 13- 18 **Teenagers**
- AGES: 19 - 24 **College Students**
- AGES: 25 - 50 **Adults**
- AGES: 50+ **Mature Adult**
- ALL AGES: **Everyone**

Which colors do you think would best suit your site? (check all that apply)

- | | | | |
|--------------------------|-------------------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> Blue | <input type="checkbox"/> | <input type="checkbox"/> Orange |
| <input type="checkbox"/> | <input type="checkbox"/> Purple | <input type="checkbox"/> | <input type="checkbox"/> Yellow |
| <input type="checkbox"/> | <input type="checkbox"/> Green | <input type="checkbox"/> | <input type="checkbox"/> Pink |
| <input type="checkbox"/> | <input type="checkbox"/> Grey / B&W | <input type="checkbox"/> | <input type="checkbox"/> Red |

List any preferable variations of these colors as well:

Provide a **short description** of your site in a nutshell: