

Rockbeatpaper
would ^{really} love the
opportunity to
work with you.

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Instructions

Complete all questions with thoughtful and detailed replies. Save document as "company_name.pdf"

Email to

info@rockbeatpaper.com

Follow-up

We will be in touch within one working week.

Project Planner Questionnaire

Below you will find a questionnaire which is the first stage of website development at Rockbeatpaper. It is meant to help us gather information for your quote and for further 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 Reader 5 or upwards. Get the latest version of this product here: <http://get.adobe.com/reader/>

Who are you?

Give us your Name, Job Title, Email Address and Phone Number.

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Will you be responsible for managing the site on an ongoing basis? If not, who will be?

Time & Money

We have to ask (and it’s okay if you can only give us your best guess), but do you have a budget in mind for this project?

Knowing a rough budget will help us respond to you needs in a way that’s realistic and achievable. Please be aware that Rockbeatpaper typically deals with projects with budgets of 5-6 figures.

Do you need the site to go live by or on a certain date? If you do, why? (A press campaign, a specific event etc.)

Your Organization & Preferences

Does your company have a formulated mission and/or goals? If you have a slogan or a tagline, please include them, too.

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Describe your field of operation and your business directions. 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. It is desirable that these sites represent your business sphere. Try to mention why you like these sites, and note possible disadvantages, if any.

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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 the 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.

Strict corporate look

Design based on bright, loud color solutions

One-color design with several bright color variations

Positive, optimistic feel creating a happy mood

Minimalist, functionality-driven design

Design with lots of big appealing illustrations or photography

Calm, strict design with black and white photos

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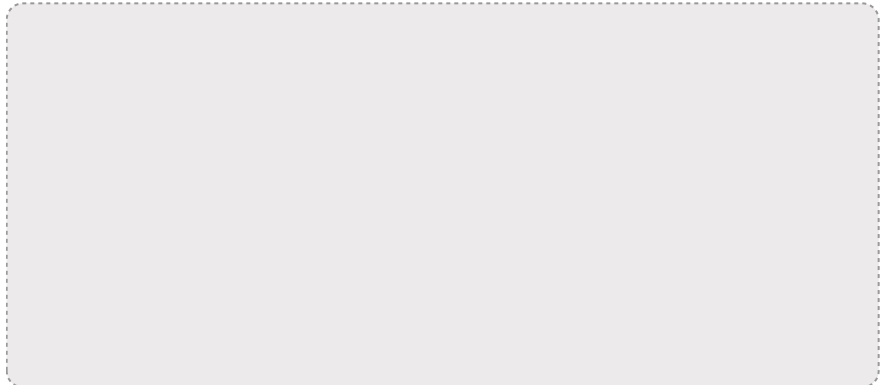
We will be in touch within one working week.



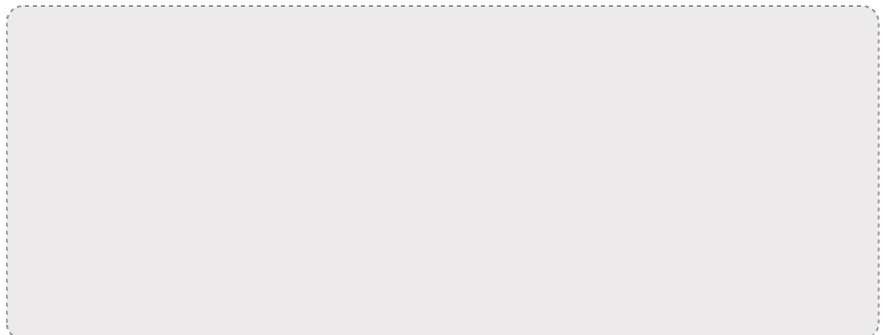
Please list the sections your new site is supposed to have. Check the fields which correspond to your vision, or use the text field to give a free description.

Company profile
News
History
Services
Product catalog
Online store

Prices
FAQ
Polls
Contact information
Feedback form



Who are your competitors? Do they have websites, if they do please list their addresses.



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Functionality & Nerdy Details

Will you need to content written for your site? If so we have some fantabulous copywriters on our team.

Do you currently use a content management system (CMS)? If so, what is it called, will you need to use it for this project. Do you like it?

Does the site need to have any specific functions? Ecommerce, forums, chat applications, live help, social networking features, members area, kitchen sink?

Would you like to present video content, audio content or any other media types that we should be aware of?

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Thank you for filling in our questionnaire; we hope this is the start of a great project.

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