



## TECHNICAL DESIGN QUESTIONNAIRE

This questionnaire is designed to enhance communications between us and our clients. Please keep a copy of this document in hand when you discuss your project with your Project Manager.

**PROJECT NAME:** \_\_\_\_\_ **Target Date:** \_\_\_/\_\_\_/\_\_\_

### BACKGROUND

**Organization Name:** \_\_\_\_\_

**Organization Address:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

(Below representatives have **FINAL** approval power)

**Representative Name & Title (please print):** \_\_\_\_\_

#### Representative #1:

**Name:** \_\_\_\_\_ **Cell:** ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

#### Representative #2:

**Name:** \_\_\_\_\_ **Cell:** ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

**Preferred Method of Contact:**  E-mail  Telephone

What is the primary message you wish to convey to your audience with this App? (i.e. goals, objectives, etc.)

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What are your secondary objectives and overall goals you hope to achieve?

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List 3 key aspects of your business

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

What goals does your company intend to reach with a new App?

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How does your company differentiate itself from competitors?

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What are the key reasons why customers choose your company?

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## PERCEPTION

1. Please use three adjectives to describe how the user should perceive your App. (Examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)

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2. Is this different than current image perception?

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3. What do you feel is the biggest challenge in getting your image across to customers?

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4. Describe any visual elements or styles that can be utilized from existing marketing materials.

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5. List any Mobile Apps or URLs of sites you find compelling. What do you find the most interesting about these apps/sites?

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6. List Apps or URLs of competitor sites and briefly state what you like and dislike about their overall app/site.

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### **ACTION**

1. What is the primary action you wish your target user to take from your App? (Examples: promote, download, browse, move along specified path, email, order, explore, click button, call etc.)

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2. What is the primary action you wish your target user to take before leaving your App? Is it the same action? If not, describe why.

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## CONTENT

1. Will we use existing content? If so, what is the source and who is responsible for supplying **content**?

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

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## TECHNOLOGY:

1. What is your target platform and browser? (Android iOS HTML5)

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2. Are there any specific adaptive technologies you would like to utilize? If so, how will they enhance the user experience? Please describe in detail (ex. Push Notifications, Social Networks).

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3. Will you have database functions? Do you already have a database in place? Please describe in detail, including specific information about programs and software. Will you supply database access?

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4. Will you have a need for any secured transactions? Please describe in detail.  
(ex. online store, ticket sales)

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**MARKETING/UPDATING:**

1. Briefly, what are your short-term marketing goals (in the next 2 years)?

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2. How will this mobile app help to meet your goals?

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

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4. What do you feel is your number one business problem? (Examples: change image, increase customers, promote events, company contacts, etc.)

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5. Do you intend on keeping the App updated? How often will you need updates?  
Who is responsible for providing content?

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## TARGET AUDIENCE

Who is your target audience? Is it different from your current customer profile?  
Describe in detail.

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**Who is your target audience?** Check all that apply.

Gender:  Male and Female  Male only  Female only

Age:  All  13-18 yrs. old  19-24 yrs. old  25-40 yrs. old  40 yrs. old+

### 1. Maintenance and Updating

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

2. **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"/> PROMOTIONS   |
| <input type="checkbox"/> TESTIMONIALS | <input type="checkbox"/> EMPLOYMENT   | <input type="checkbox"/> OUR PARTNERS |
| <input type="checkbox"/> _____        | <input type="checkbox"/> _____        | <input type="checkbox"/> _____        |

**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 contract**.

**\*NOTE:** All text should be spell checked prior to sending. 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.

## **APP GRAPHICS**

Graphics, photos and other illustrations are what can **separate** your site from being merely just another App or Web site

Please consider each of the following for your App.

### **Company Logo**

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

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

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### **Graphics and Images**

1. **Do you currently have photographs available (either hard or softcopy)?** 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 application, we can supply a contact to Photography services. If interested, please inform your Project Manager.

2. Will you need a photo gallery? Y / N

3. Will you need a video gallery? Y / N



# COLOR PREFERENCES

## 1. 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. (hex code example #bb0000)

Text color or pantone: \_\_\_\_\_  
Background color or pantone: \_\_\_\_\_  
Additional Palette colors: \_\_\_\_\_

## APP FUNCTIONALITY

This section is designed to capture the Client's expectations with how they would like for their App to operate. If any of this functionality is not captured in the initial phases of the project, it will be added later at an additional cost.

In your own words, describe how you would like for your App to appear and operate. Please indicate a minimum of 2 apps that you like and tell us why and what you like from each example. (The question is asked to assist us in understanding what type of design you like and it will give us an idea of the look and feel that you expect):

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## 2. Will you be selling merchandise? Y / N

Describe what your company does, what product and/or service you want to promote through the App.

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**3. If Yes to Question 2, how do you plan to receive payment?**

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

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## **APP ADDITIONS**

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

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|--|--|
| <input type="checkbox"/> Photo Gallery               | <input type="checkbox"/> Page Introduction       |
| <input type="checkbox"/> Video Gallery               | <input type="checkbox"/> On-Line Store/Ordering  |
| <input type="checkbox"/> Calendar or Upcoming Events | <input type="checkbox"/> Pay-Pal Set-up          |
| <input type="checkbox"/> Fan Page                    | <input type="checkbox"/> Databases               |
| <input type="checkbox"/> Social (Facebook, Twitter)  | <input type="checkbox"/> File Uploading & Access |
| <input type="checkbox"/> Contact Form                | <input type="checkbox"/> File Access             |

## **FTP ACCESS**

FTP SERVER NAME: \_\_\_\_\_

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

User ID: \_\_\_\_\_ Password: \_\_\_\_\_

## **MISCELLANEOUS**

**Do you have a FONT/TYPEFACE type preference? Yes / No**

**If Yes, FONT type preference(s):** \_\_\_\_\_

**a. Are there any shapes or images that you do not want to use? i.e. Lines, Circles, Squares, Italics, Underlining, etc.? If so, list in the area below.**

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

**ADDITIONAL NOTES/COMMENTS:**

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\* \* \* \*

On behalf of our organization, I approve the above plan to design, create and implement all of the above. I authorize the use of this Design Questionnaire as the basis for this project.

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By: \_\_\_\_\_ (Print)  
Media representative

By: \_\_\_\_\_ (Print)  
Organization representative



## DOMAIN AND SITE INFORMATION

(Website only)

**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)

User ID: \_\_\_\_\_ 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)