

Data Ensure, Inc.

Ensuring Data, Plus Quality Solutions For All Your Computing Needs

Web Site and E-Commerce Design Worksheet

This questionnaire is designed to enhance communications between Data Ensure, Inc. and our clients. Print this, and have it handy when you discuss your project on the phone or in person with us.

What is your immediate and ultimate goal(s):

Who is your customer or audience? Who will be visiting your web site?

Site Name desired:

Domain Name desired:

First choice:

Second choice

What other sites or competitor sites do you like and / or dislike?

Photos:

Do you own the rights to the photos you desire to use on your site?

Yes / No / Public Domain (circle one)

Photos are on diskette, zip disk, CD-Rom, internet, printed, other (circle one)

If the photos are on a disk, please have them ready with a written statement about which photos you would like and where you would like them placed on your web site. If the photos are on the internet, please have the web address ready.

Clipart:

Do you own the rights to the clipart you desire to use on your site?

Yes / No / Public Domain (circle one)

Clipart is on diskette, zip disk, CD-Rom, internet (circle one)

If the clipart is on a disk, please have them ready with a written statement about which clipart you would like and where you would like them placed on your web site. If the clipart is on the internet, please have the web address ready.

Sound:

Available for an extra charge you can select either MIDI musical background or streaming Real Audio for music or voice. This is not recommended for most sites.

Animated GIF images:

Do you own the rights to the animated gif you desire to use on your site?

Yes / No / Public Domain (circle one)

GIFs are on diskette, zip disk, CD-Rom, internet (circle one)

If the images are on a disk, please have them ready with a written statement about which images you would like and where you would like them placed on your web site. If the images are on the internet, please have the web address ready.

Video clips: (available for an extra charge)

Do you own the rights to the video clips you desire to use on your site?

Yes / No / Public Domain (circle one)

Video is diskette, zip disk, CD-Rom, internet, video tape (circle one)

If the video is on a disk, please have them ready with a written statement about which parts of the video you would like and where you would like them placed on your web site. If the videos are on the internet, please have the web address ready.

Company Logo (please provide a color copy)

Do you own the rights to the logo(s) you desire to use on your site?

Yes / No / Public Domain (circle one)

Logo(s) are on diskette, zip disk, CD-Rom, internet, printed (circle one)

If the logo(s) are on a disk, please have them ready with a written statement about which logo(s) you would like and where you would like them placed on your web site. If the Logo(s) are on the internet, please have the web address ready.

Photo or drawing of product? If so please provide a color copy.

Do you own the rights to the photos you desire to use on your site?

Yes / No / Public Domain (circle one)

Photos or drawings are on diskette, zip disk, CD-Rom, internet, printed (circle one)

If the photos or drawings are on a disk, please have them ready with a written statement about which photos or drawings you would like and where you would like them placed on your web site. If the photos or drawings are on the internet, please have the web address ready.

Preferred colors? What are the company colors?

Email addresses to be used with the site.

If we are using your existing web space or space from your ISP, please provide the following.

Internet Service Provider Name

FTP address

Telnet address

Password desired _____

Tech support Voice phone:

Phone number(s) _____

E-mail address for support or help

Key words which people might use to find your product or service. We will give you information on how to generate these words.

A **25-word (200 character) sentence** or two describing your Web site using as many key words as possible in a "readable" sentence.

These are the items that will make up the package we will receive from you when we meet to discuss your web site.

Written content for your Web pages

We can translate from most word processor formats with ease.

Photos or graphics to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a diskette or ZIP disk with your graphics in any popular PC format, such as GIF, TIFF, PSD, JPEG, BMP). Be sure to include your company logo.

Samples of your printed materials -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.

If you currently have a web site that you wish to change, what are the things in your current site that you like and dislike?

Email, mail or FAX this completed form to Data Ensure, Inc.

Data Ensure, Inc.

P.O. Box 1234

Norton, VA 24273

276-679-7900

FAX: 276-679-7950

[**DEI@DataEnsureInc.com**](mailto:DEI@DataEnsureInc.com)

Other things to consider are what do you like and dislike about other sites that you have visited in the past?