

# internet[data]technology

Please email to [projects@idatatech.com](mailto:projects@idatatech.com) [add] or fax to 1-888-438-4381

## Request for Quote

*Every IDT project is a custom project. To do our best work, we need to know as much as possible about your project and its goals. This survey will help identify the objectives for your site, including message, audience, content, look and feel, and functionality. While every question may not apply to your project, please answer as many questions as possible.*

### 1. General Information

What is the name of your business and your current (or proposed) domain?

Who is the primary contact(s) from your organization that is going to be involved in the approval process on this project? Please list names, email addresses, and phone numbers.

What is your intended launch date for this project? Are there any other considerations that might affect the schedule (e.g., product launch, tradeshow)?

Do you have a budget established for this project?

### 2. Current Site *(if you do not have a current site, please skip to the next section)*

What areas of your site do you feel are successful? Why are they successful?

What shortcomings exist on your current site?

How important is it to maintain the current look and feel, logo, and branding?

Have you conducted usability tests or gathered user feedback for your site? If so, what were the results, and when?

Do you have current analytics/stats available for your site? If so can you provide an overview or detailed statistics?

How many site visits does your site receive on a monthly basis?

What percentage of visitors find your site through search engines?

### **3. Perception**

How is your company or organization currently perceived in your industry?

Using a few adjectives, please describe how users **should** perceive your company. (Examples: friendly, corporate, conservative, innovative)

How is your company different from your competitors? Please list competitive domains and/or describe your competitors.

List the domains of any sites you find compelling. Specifically, what elements do you like about each of these sites (design, content, navigation, features)?

#### **4. Audience/Desired Action**

Describe a typical user of your products or services: age, gender and familiarity with the web. If you have several types of users, please describe each type.

What is the primary action the user should take when coming to your site (make a purchase, become a member, search for information)?

What are the key reasons why the target user chooses your company's products and/or services?

#### **5. Content**

Do you have a sitemap or outline for the proposed site?

How much of your content is already prepared?

Describe visual elements that should be utilized from your current site or marketing materials (logo, color scheme, navigation, etc.).

Do you update your site through an administrative or CMS system, or do you require periodic updates?

## **6. Technology**

Do you have a hosting provider? If so, please list contact information.

Are you interested in an alternative hosting solution?

Does your site have database functionality (content management, product management, member login, search capabilities)? Please describe each area.

Will you need secure transactions (e-commerce)? If yes, do you already have a merchant account to process credit card payments?

Does your site require additional technology or programming? Please describe in detail.

## **7. Marketing/Updating**

Do you have an existing or planned marketing strategy to promote your site? If so, please describe.

**9. Success**

How will you measure the success of this project, and within what timeframe.

**8. Additional Comments**

Please provide any other pertinent details.