



## Request for Quote

*Every Firebug project is a custom project. To do our best work for you, we need to know as much as possible about your organization and your goals. This survey will help identify the overall objectives for your site, including message, audience, content, look and feel, and functionality. While every question may not apply to your situation, please answer as many questions as you can and email to: **Sarah@Firebugweb.com**.*

### 1. General Information

What is the name of your organization and your current (or intended) URL?

What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (e.g., PR launch, tradeshow)?

Do you have a specific budget range already established for this project?

### 2. Current Site (if you do not have a current site, skip to section 3.)

What do you feel is successful about your existing site? What needs work?

How many people access your current site on a daily, weekly, or monthly basis? How do you measure usage?

How important is it to maintain your current look and feel, logo, and/or branding?

How do most people find out about your current website? What methods of distributing the URL already exist within the company?

### 3. Audience/Desired Action

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

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 (cost, service, expertise)?

#### **4. Image**

How is your company or organization currently perceived?

Use a few adjectives to describe how you would like users to perceive your company. (Examples: prestigious, friendly, corporate, conservative, innovative, cutting-edge.)

How does your company differentiate itself from competitors? Please list competitor URLs and/or describe your primary competitors.

List the URLs of any sites you find compelling. What specifically do you like about these sites (design, content, navigation, features)?

- 1.
- 2.
- 3.

#### **5. Content**

How much of your text content is already prepared?

Describe existing visual elements that should be used from your current site or marketing materials (logo, color scheme, navigation, naming conventions, and so on).

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

#### **6. Technology**

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

Are there key functions you already know you would like your site to have, (video, audio, slideshows, forms, etc.)?

Will you need e-commerce? Please describe in detail. If yes, do you already have a merchant account to process credit card payments?

#### **7. Additional Comments**

Please take as much space as you need.