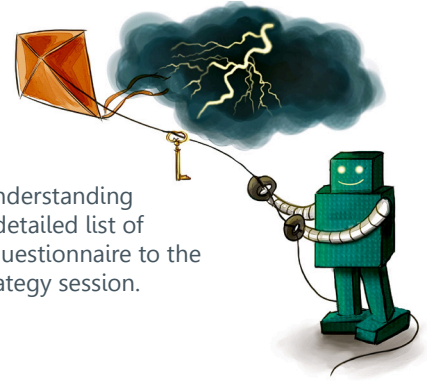




discovery PROJECT QUESTIONNAIRE

Every project is a collaboration. It's important for us to have a clear understanding of who you are and where your project begins whether that is from a detailed list of specifications or a huge list of question marks. Please complete this questionnaire to the best of your ability. We can work together to fill in any blanks at a strategy session.



CONTACT INFORMATION

Company Name	<input type="text"/>	Contact Person	<input type="text"/>		
Address	<input type="text"/>				
City	<input type="text"/>	State	<input type="text"/>		
	Zip	<input type="text"/>	Phone	<input type="text"/>	
E-mail	<input type="text"/>	Do you have a website?	<input type="checkbox"/> YES <input type="checkbox"/> NO	URL	<input type="text"/>

COMPANY BACKGROUND

Briefly describe your industry. What market are you in?

Describe your company, and what it does. How did it start? What is your vision for your company, products and/or services over the next 2-5 years?

YOUR BRAND

Your brand is not your logo, visual images or advertising slogans. It exists in the minds of your consumers - how they feel about and perceive your company and products. It is a relationship that you cultivate through strong, careful and consistent representation of what your brand stands for – its values and core beliefs.

How do you want your brand perceived? Check off any adjectives that resonate with you.

- | | | | | |
|--------------------------------------|-----------------------------------|--|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Young | <input type="checkbox"/> Fresh | <input type="checkbox"/> Timeless | <input type="checkbox"/> Serious | <input type="checkbox"/> Conservative |
| <input type="checkbox"/> Whimsical | <input type="checkbox"/> Unique | <input type="checkbox"/> Established | <input type="checkbox"/> Feminine | <input type="checkbox"/> Masculine |
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Old | <input type="checkbox"/> Innovative | <input type="checkbox"/> Friendly | <input type="checkbox"/> Familiar |
| <input type="checkbox"/> Sturdy | <input type="checkbox"/> Creative | <input type="checkbox"/> Dynamic | <input type="checkbox"/> Casual | <input type="checkbox"/> Orderly |
| <input type="checkbox"/> Trustworthy | <input type="checkbox"/> Secure | <input type="checkbox"/> Fun | <input type="checkbox"/> Classic | <input type="checkbox"/> Elegant |
| <input type="checkbox"/> Expensive | <input type="checkbox"/> Value | <input type="checkbox"/> Additional Adjectives | <input type="text"/> | |

Write a description of your brand's character.

YOUR COMPETITORS

Who are your main competitors? What do they do well and what do they do poorly? Please list their websites.

What sets your company apart from your competitors? How are you trying to differentiate your products from theirs?

YOUR CONSUMER

Who is your target customer? Age groups & demographics? What do your customers value the most? What are the top questions you are asked when contacted by a prospective customer? What are their main concerns with your product or service?

How do your customers first learn about your brand? (advertising, press, word of mouth, social marketing, etc.)

PROJECT SUMMARY

Which services are you interested in? (Check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Web Design and/or Development | <input type="checkbox"/> Print Design (business cards, brochures, etc) | <input type="checkbox"/> Logo/Brand Development |
| <input type="checkbox"/> Copywriting | <input type="checkbox"/> Art | |

Describe your project.

What are your basic goals of this project? How does this project fit into your 2-5 year vision?

What is your timeline for this project?

What is your budget for this project? If you are unsure please estimate a range.

WEBSITE PROJECT DETAILS

Do you have a domain name registered? YES NO

Have you chosen a Hosting Company? YES NO

What type of website will this be? (informational, e-commerce, portfolio, blog, etc.)

List at least 3 websites that you like and what you like about them. Please include URLs.

Do you have an idea of what the site architecture and pages should be? (services, products, locations, about us, contact us, etc.)

Approximately how many pages will be included on this site?

What functionality do you require? (facebook connect integration, secure areas, database, e-commerce, mobile site or app, etc)

What action do you the want end-user to make? (contact you, make a purchase, register for your event, etc.)

SEND THE COMPLETED FORM TO INFO@B2FOUNDRY.COM