

Few sample required information so that we get an idea about your website requirements

1. Do you already have a website? If yes, please specify the URL
2. How do you define this project, for e.g Content- based publishing site, Redesign of current site, Adding features to current site
3. What is the feel you would like the site to have
(Please remember, it should be in keeping with your brand positioning and company profile).
4. What sites would you recommend we see before starting work on your site? It would be helpful if you specified the features you like in these particular sites.
5. Please list down all the different sections/pages that should be present in the website.
(Home, Contact US, Order Now, Our Products, Our Services, Careers etc.)
6. Do you have an existing logo for your brand? If NO, do you want to get a logo designed by us?
7. If you have an existing logo that you want to use as it is now, we will need to have it in vector format (like EPS, AI). If the vector file of the logo is not available, then we will need it in very high-resolution raster format.
8. In terms of content, are you open to having your web site content rephrased or edited in terms suitable for the Net?
9. What features and Functionality you are looking in your site please describe.
10. Audience
 - a. Who is your primary target audience, and how would you describe them? (Consider demographic and psychographics such as lifestyle, attitude, purchasing habits and motivations)
 - b. Your secondary target audience?
 - c. What are the principal reasons first time users would come to the site?
 - d. Who are your biggest competitors?
 - e. What do you like / dislike about their sites?
 - f. How do you see yourself defining a competitive advantage within this industry?