

This assessment is designed to enhance communications between the designer (Krucoff Studios) and our clients. By completing this, you are providing the critical information needed to create your site design.

Copy the information within this page to your email program and fill in the areas requested. Then email to me at [info@krucoffstudios.com](mailto:info@krucoffstudios.com). My husband, Dan, and I work on the website designs as a collaborative effort with our clients.

## COMPANY DETAILS

Name of Company:

Company Tag Line or slogan:

Do you have business cards?

Do you have a business color scheme?

Do you have a company logo?

If No, do you need one designed?

If you need a logo designed we would encourage you to contact a graphic artist to work on the details of a logo.

Do you have a corporate visual identity (a customized (non stock) logo and color scheme carried out throughout your office, stationery, business cards, etc.)? I will need any files relevant for the creation of your site, including but not limited to:

Raw logo file - in .PSD or .PNG is most desired

You may send graphics to us in either digitized form or hard copy photos which we will scan. You may affix a PostIt Note to the photo to indicate its caption and which Web page it goes on.

You may be asked to assist in the choosing of stock photography for your site - you can eliminate the questions later and get your photos ahead of time - <http://www.istockphoto.com> is a good place for high quality, low cost photography.

What is the nature of your business?

Briefly describe your products or services:

Who is your target market?

Who are you hoping to reach with your site?

## WEBSITE DETAILS

Do you have an existing website?

If so, what is the URL?

Do you have a website hosting account established for the URL?

If so, who is the hosting provider?

If not, would you like a recommendation for a website hosting company?

Are there any special requirements for this site, such as a target screen resolution, that is, 1280 x 800 or 1680 x 1050 or another size?

Any assumptions that should be made for connection speed?

What type of look are you trying to achieve? (e.g. clean, high-tech, conservative, warm, flashy, etc.)

**IMPORTANT:** Please list at least 3 URLs (web addresses) of high quality sites that you like the look of (these do not have to be sites who's business is similar to yours. It helps us to understand what your design style is.) Please consider layout, colors, navigation, graphics, and typography:

http://

http://

http://

List the major sections (navigation) that you would like to have in your site:

For example: 'home' 'products' 'services' 'about me' 'contact'

Do you have a preference on site navigation? Menus versus Text versus Tabbed or other?

Please provide the urls of competitors' sites, if possible:

Do you have any images for use in the design of your site?

If not, do you have images, can you offer suggestions of what you type of imagery you feel would be most suitable for your website:

Do you have any specific ideas on page layouts?

For example: pictures in a gallery of your work, navigation on the top, bottom, left or right side of the page, placement of your company name?

## **DEADLINES AND DELIVERABLES**

By what date would you like to launch your site?

What is required breakdown of the files you require us to supply you with on finalization of your project?

Template only? A template would be provided as a Dreamweaver template .dwt

Uncertain of the answers, no problem, we can help.

Are there any other comments/specific ideas we should keep in mind while designing your project?

That is all we need to get started. Please feel free to give as much or as little of the above information as you see fit, but keep in mind that the more you offer up front, the less Q&A is required, and the smoother your project will go. That will help us to save time and costs in producing the website you desire.

Once we've worked out these details and if you want us to proceed with your website design, we will have a contract for us to complete that protects your monetary investment and our time investment.