



## Design Requirements capture form

<b>Date Prepared:</b>	
<b>Company name:</b>	
<b>Contact name:</b>	
<b>Phone number:</b>	
<b>Type of Web Site:</b>	Professional Web Design
<b>Quoted price:</b>	
<b>Web site name:</b>	
<b>Domain name required:</b> (If this is not available, an alternative will be suggested)	

### Objectives:

What are you trying to achieve by building this Web site? e.g. To advertise our products in London.

### Target Audience:

Who is your target audience for the site? e.g. 24-32 year olds, electricians etc.

### Current target audience perception:

How does the target audience perceive your company, and your products and what is the most important impression that you want your Web site to make on your target audience? e.g. Corporate identity, Quality products.



**Key copy points:**

What do you need to tell your target audience? e.g. Reliable company, Competitive prices.

**SEO:**

Please list several key words or phrases that you think will explain your Web site and services to Google.

**Navigation:**

How do you want customers to navigate within your Web site? e.g. Drop down menus, Interactive menu, or leave this decision to the our Designer.

**Theme ideas:**

What style would you like your Web site to follow? Are there any particular ideas you have had regarding general theme? i.e. Corporate, Clean, Modern, Artistic, Colourful. Please provide as many words as possible to let us know exactly what you want.



**Preferred Fonts:**

Do you have any fonts in mind that you would like to use for your website? If you have fonts in an existing logo or company branding you would like us to use, please let us know. If you have no specific fonts in mind, what kind of font would you like? Modern, rounded, square, futuristic, gothic, serif, sans-serif etc?

**Preferred Colours:**

What colours would you like incorporated in to the design of the Web site? If you have specific colours in mind for specific elements of the site, please let us know. E.g. white background with light blue menus and dark blue text.

**Colours to avoid:**

Even if you do not have definite colours for your website in mind, there may be colours that you definitely DO NOT want on your site, if so, please tell us what they are:

**Layout ideas:**

Do you have any specific requirements regarding the layout of elements on the Web site? For example would you like a large banner for advertising purposes, whereabouts would you prefer your logo, contact details etc?



**Example sites:**

Are there any other sites that you like the look and style of? Please list some example web site domains, and the reason you like these sites. These sites do not have to be websites created by Delicious Webdesign or websites related to your site in anyway.

**Contact information:**

What contact information and mechanisms for contacting you do you want to provide on your Web site? E.g telephone number, contact form, email address, business address etc?

**Additional functionality:**

What features should we provide on the site to make it easy for your customers to do business with you? For example, a shopping cart (if your order is for an eCommerce Web site) or different payment options, and self-updateable content. Please note that any functionality mentioned here may be subject to additional charges if it has not already been discussed.



**Number of pages required?**  
(Not including product pages)

**Site map:**

What page titles do you require on your Web site? e.g. Home, About Us, Contact Us, Gallery. Please do not include product categories for eCommerce web sites.

**Payment Carriers:**

If your project is an eCommerce web site, which payment carriers would you like to use?. The available choices are: Paypal, Google Checkout, RBS Worldpay, Sagepay, Barclaycard ePDQ, HSBC, and CardSave.