



## Website Design Planning Brief

**This questionnaire is designed to enhance communications between Christian Internet and our clients.** This will provide a written memorandum of our mutually-agreed plan.

We realize that our **Website Planning Worksheet** form is rather lengthy. This is done so that we can gather the most accurate information about your project to provide you with the most accurate website design. One of the most important steps of any website design project is proper planning. By gathering the important information during the planning process, **you can save yourself time and money in the long run.**

Each project is unique. We understand that not everything on this planning form will apply to your specific project. Please feel free to only fill out what pertains to your particular project.

The form includes most of the features commonly found in commercial sites. Provide as much detail as you can and skip sections that do not apply or where you are uncertain. Your inputs here do not constrain your future site in any way - they are used only as guidance to develop an understanding of your requirements. (Additional costs may apply based on request for additional features not specified in the contract.)

Name:

Email or Phone Number:

I would like an estimate? Yes  No

I already have my estimate? Yes  No

---

### A. General Requirements

#### New Site or Upgrade

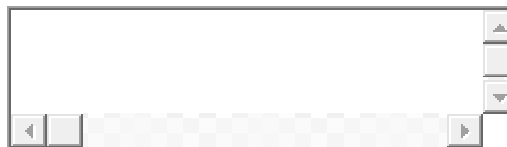
Click one. For existing site, enter URL.

Create New Site  Upgrade Existing Site

URL:

#### Objective

Briefly describe the objective for the new site or upgrade.



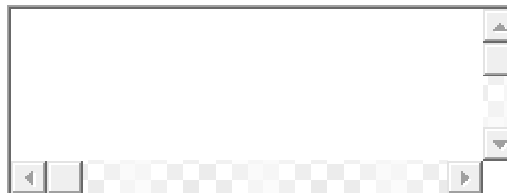
---

### B. Design and Layout

In this section you can provide information about the general design and appearance of your site.

#### Look and Feel

Briefly describe the desired 'look and feel' of your site (examples: business professional, catalog appearance, like a newsletter, light and whimsical,...)



#### Page Design

If you have design preferences, enter them here. For example, you can provide the URLs of websites with design layouts that you like. Specify which elements of the examples you would like to use.



#### Navigation

Indicate if you have a preferred navigation

method (exp, horizontal vs vertical menus, button styles,...)

Color Scheme

Specify your preferred color scheme.

Required Graphics

Indicate if there are graphics (eg, logo,...) that must be used. Also indicate if new graphic elements must be created.

---

### C. Page Description

New Sites: Check the boxes below for the basic pages you will need. List and briefly describe (in text area below) other pages that you will need.

- Home    About Us    Contact Us    Favorite Sites    Disclaimers    Privacy  
 Terms of Use

Other Pages (new and existing sites)

List and briefly describe other new pages or existing pages that need to be modified.



---

### D. Forms and Database

Forms

Describe any special requirements for forms.



### Database

A database is an easy way to store and retrieve information about customers, products, etc. If your site will need a database, please briefly describe your requirement. If you are not sure if you will need a database, indicate 'not sure'.

---

### E. Other Features

Check any other functions that you feel you will need on your site.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Flash or animation         | <input type="checkbox"/> Calendar                | <input type="checkbox"/> PDF download                        |
| <input type="checkbox"/> Feedback form from user    | <input type="checkbox"/> Guestbook               | <input type="checkbox"/> Photo album                         |
| <input type="checkbox"/> Email inform a friend      | <input type="checkbox"/> Blog                    | <input type="checkbox"/> Usernames & passwords for customers |
| <input type="checkbox"/> Frequently Asked Questions | <input type="checkbox"/> Site traffic statistics |  |

---

### F. Online Sales

#### E-Commerce

Select 'Yes' if your site will include online sales.

No  Yes

If yes, check additional requirements:

Enter the approximate number of products:

Check if needed:  Shopping cart  Payment gateway

---

### G. Domain Name and Hosting

The address of your website on the Internet is called your 'domain name' (for example, 'www.mysite.com'). Your website files will be located on a hosting service's computer.

Domain Name

No  Yes

Select 'Yes' if you have registered a domain name.

If yes, enter domain name (URL):

ffsdgfsdgsd

Hosting Service

No  Yes

Select 'Yes' if you have a hosting service.

If yes, enter name of hosting service:

gfsdgsdgsd

---

#### H. Site Administration

This section has to do with how to manage your site after it is completed. Some site owners prefer to make changes to their site themselves. One way to do this is to include an 'administrative' function to the website during development. This involves creating web pages that allows the site owner to make changes to website pages or manage the information in a database.

Administrative Capability

No  Yes

Select 'Yes' if you want to include an administrative capability.

If yes, briefly describe specific areas you would like to manage:

---

#### I. Schedule

If you have a start date please enter it here.

---

#### J. Additional Comments

Enter additional comments here

---

Search Engine Marketing

**How will you market your Website?**

## Website Building Process

1. Sign and Date "Website Design Terms and Conditions". Fax the Contract to 270-384-2964. (please call ahead when faxing contract)

2. Fill out and sign "Website Design Planning Brief" This can be emailed back to [admin@christian-internet.com](mailto:admin@christian-internet.com) Please fill this out prior to your scheduled design date. You will be given a scheduled date after the "Website Design Terms and Conditions" contract has been faxed with your deposit. You will be charged extra if Planning Brief is not returned on or before scheduled design date.

3. Work with Project Manager to organize text and pictures for project. Use the "Website Content Worksheet" as a guide in following necessary steps when submitting content for website. The content form is very simple and will walk you through the entire process of planning a website. Also, all our design services come with 30 days FREE PROJECT MANAGEMENT AND DESIGN CONSULTATION. (Additional fees may apply)

4. Submit Content. Content must be submitted within 3 weeks of approved design. Additional fees may apply if content is not supplied within 6 weeks of deposit. Please see "Website Terms and Conditions #8 for more details.

5. Website will be built on temporary domain name for approval and editing.

6. Final payment is due. Website will be uploaded live to domain name.

**Target Date of completion-....**

On behalf of my organization I approve the above plan which I have developed with Christian-Internet.com to construct a website, and I authorize Christian-Internet.com to use this Website Planning Worksheet as the basis of the project. Please sign in Red and email back to us.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_