



## WEBSITE REQUIREMENTS

### REQUEST FOR PROPOSAL

Please complete the following questionnaire as best as you can. When you are finished, you can save it to your hard drive, print it or email a copy to Pink Rat for an estimate.

See instructions for saving, printing and email at the end of this document.

### **Background Information**

1. Company name
  
2. Your name
  
3. Describe your business and products/services in 20-30 words.
  
4. Describe what your main goals are for website.
  
5. When do you need your website up-and-running?
  - Within 1 month
  - Within 3 months
  - Within 6 months
  - Not sure

6. Project budget

< \$3,000

\$3,000-5,000

\$5,000-8,000

\$8,000-12,000

> \$12,000

Not sure

7. What is the extent of the internal IT support in your company for this project and for ongoing website maintenance?

None

Minimal

Extensive

Hired consultant/contractor

8. Are you:

Developing a new site

Upgrading/modifying an existing site

9. Current status: Please check all of the following that have been completed for your web project:

Registering domain name

Obtaining Internet access

Hiring a website hosting service

Developing a site map or page flow

Building design/GUI templates for the site

Creating graphics to be used in the website

## Project Definition

We have outlined the elements of a basic website below. This basic site is a starting point and forms the foundation for defining your website needs. Depending on your requirements, you can add more features to the website by answering the subsequent multiple choice questions.

Basic website:

- Size of site: 5-8 pages – includes details of your company, its product/services, other useful info (team, contacts, partners, FAQ)
- Images/graphics: navigation (bar and buttons), logo conversion to web-format, 1-2 new graphics
- submission to search engines
- Prototypes to choose from: 3-4 for homepage and an inside page
- Excludes: All copy/text or any other assets provided in electronic format

10. Add-ons (potential categories:  
content/commerce/community or  
logistics/creative/technical/ infrastructure/strategy)

## General

Additional pages

10

20

30

40

> 40 (please specify approximate range)

Scanning of photos

None

1-5

5-10

10-15

>15 (please specify approximate range)

Designing new graphics

None

1-2

2-4

4-6

> 6 (please specify approximate range)

User registration suite (includes password protection capability)

Yes

No

Online information collection forms (e.g. surveys, customer demographics)

No validation of collected info

First-level validation (check for mandatory items)

Second-level validation (cross-check consistency of info across fields)

## ***E-Commerce***

Number of catalog items

< 25

25-200

200-1000

> 1000 (please specify approximate range)

Order and payment processing

No online ordering

Online ordering with offline payment processing

Online ordering with real-time, online payment processing

## ***Community***

Chat

Yes

No

Message boards

Yes

No

Blog

Yes

No

## ***Home Page Design***

All home page design options include a graphic representation of the company with the appropriate branding, logos, etc., as well as the main navigation.

Do you want also a Flash animation?

Yes

No

## ***Other***

The following questions are optional. Your selections on these questions will not be incorporated in the price estimate. However, indicating your requirements below will help developers get a better idea of your project:

Audio (excludes production, should be available in web-ready format)

Type: background audio, streaming audio, downloadable audio

Total duration

Video (excludes production, should be available in web-ready format)

Type: background video, streaming video, downloadable video

Total duration

## **Site Maintenance**

Frequency

Daily

Weekly

Monthly

Annual

Percentage of site to be updated

Only homepage

Up to 30% of site

30-70% of site

> 70% of site

How many users do you expect will visit your site 6 months after launch:

< 5,000

5,000-50,000

50,000-100,000

> 100,000

Hosting

- Virtual server
- Co-located server
- On-site server
- Not sure

Auction/bidding

- Yes
- No
- Not sure

Would you like to provide email addresses with your company domain (@yourcompany.com) to your employees?

- Yes; expected number of mailboxes
- No

Does your company currently have IT systems that would need to be linked/integrated with your website?

- Yes; please explain your current IT systems
- No
- Not sure

Is your business

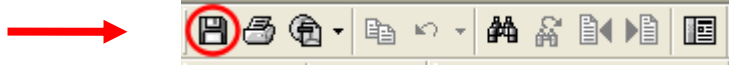
- Business-to-business
- Business-to-consumer
- Both
- Not sure

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## Instructions for **SAVE**, **PRINT** or **EMAIL** of PDF file

### **SAVE**

- 📁 You can **Save** this file to your hard drive by clicking on the SAVE icon of the PDF toolbar (not the browser). See illustration below:



### **PRINT**

- 🖨️ To **Print** the document, click the **Print Form** button below.

### **EMAIL**

This document can only be emailed directly from the web if you have an email program such as Outlook or Eudora.

If you use **Outlook** or **Eudora**:

- 📧 Click the **Email Form** button below. It will open a new message window in your email program with the file attached

If you use **AOL**, or a web based email like **Yahoo**, **MSN**, **Google**, etc.:

- 📧 First **SAVE** the file to your hard drive, and then send it as an attachment. Send the email (with the attachment) to: [inquiries@pinkrat.com](mailto:inquiries@pinkrat.com)