



Web Design Questionnaire

This questionnaire and planning worksheet is designed to enhance communications between Travel-Net Communications and our clients. Please keep a copy of this document at hand so that when you discuss your project on the phone with your Web Design Project Manager that you both can refer to the same information.

Organization Name: _____

1. Purpose

Give the 3 most important purposes of your web site

1. _____
2. _____
3. _____

2. Site Organization

Please provide us with a site organizational chart, like the one illustrated below. This can be handled by yourself or in consultation with your Web Site Project Manager. Please make sure to link all appropriate pages. External links (i.e. Links to Web sites outside of your domain) should be provided on a separated page.



Total number of pages you have decided upon: _____

3. Site and Domain Names

Site Name: _____

Domain Name must be registered and approved before you can use it. If you do not have a Domain Name or Internet Service provider, we can assist you.

Desired or Existing Domain Name: _____

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4. Graphics

Graphics, photos and other illustrations is what can separate you site from being merely just another Web site to a site that fully represents your companies products and services in a manner that maintains or enhances your corporate image. Please consider each of the following for your Web site.

Company Logo: Incorporated in the graphic? If so, please enclose a color copy.

Provided Logo: Hardcopy or electronic: _____

Photo or drawing of product(s)? _____

Typeface preference: _____

Preferred colours in palette: _____

If Pantone colours are used in corporate image and or representations of products or logos, please provide a list of your pantone colours on a separate sheet of paper.

5. Colour and Accents

For the most part, we recommend a white or light coloured background for best readability and contrast.

Your preference:

Background colour: _____

Text Colour: _____

Design may also include color accents such as

Lines compatible with color scheme

Bullets or other symbol for menu items.

May we include a link at the bottom of the welcome page which reads "Web site Designed by Travel-Net Communications"? ____Yes ____No

6. Navigation System

The navigation system of all our Standard Web site Packages includes:

Links from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

Left-Side or Top Buttons and Page Names Map indicating each page -- or, in larger sites -- each section of the Web site.

7. Basic Page Elements

These are the important items which appear on nearly every Web page on your site (except the "home" page).

Page titles. Show at top of Web browser only: _____

Top-of-page. Graphic based on the design: _____

Page Title. In larger type _____

Heading. Font Style: _____

Text. Body Font Style: _____

Image Map: Bar or Buttons

Standard company ID near bottom of page: _____

E-Mail Link: _____

Copyright and trademark information This information is normally displayed in small print at the bottom of every page.

8. Photos, Graphics, Animation, and Sound

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

Clip art/Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.

For an extra charge, we can equip your Web pages with:

Sound may be either MIDI musical background, Wav files, MP3 files or streaming Real Audio for music or voice.

Animated GIF images can add life to pages or draw attention to new information. We can use your GIF images or animations for an extra charge.

9. Response Forms

What is the purpose of your response form?

- _____ **Request** for information
- _____ **Survey** of customer preferences
- _____ **Secure Order forms** for receiving credit card information (extra charge)

10. Web Hosting Service

We can provide our Web Design clients Web with hosting services tailored to their specific needs however we can work with most hosting services should you wish to remain with your current provider. If your are remaining with your existing Web hosting provider we will require cgi-bin access and FTP access, and strongly recommend telnet or SSH access.

Hosting Service: _____

Phone: _____

E-mail for support or help: _____

11. Registering and Advertising Your Web site

We will submit your information to Web search engines to "register" your web site (extra cost to sites of less than 6 pages) after final payment is received. Before doing this we work with you to get 10 to 50 keywords and a carefully constructed 25-word site description containing the most important keywords.

12. Maintenance and Updating

Please refer to your specific Web Site Agreement for terms and conditions of maintenance and updates.

13. Content Sheet

You'll find it's a considerable amount of work to prepare your company's materials for the Web pages we will construct for you. You supply the raw materials and we assemble them onto graphically pleasing, easy-to-read Web pages.

In our Standard Web Site Packages we include everything the average small business needs for Web pages. But be sure to see the limits of what is included in our packages; we charge extra for services required beyond our standard packages.

Travel-Net Communications Incorporated

14. Target Completion Date & Milestones:

Design Phase: _____
Initial Construction: _____
Mid-Design Milestone: _____
Site completion and final invoice: _____

On behalf of our organization I approve the above plan which I have developed with Travel-Net Communications to construct a Web site, and I authorize Travel-Net Communications to use this Web site Planning Worksheet as the basis of the project.

Per: _____
Name: _____
Title: _____
Date: _____