SIBLING SYSTEMS

Introduction   1

Thank you for your interest in Sibling Systems. Client input is the foundation on which successful websites are built. In order for us to provide an estimate, we need to know the details of the web site you have in mind. This PDF form will guide you in providing the information we need and will serve as a Request For Proposal on which we will base our estimate.

Neatness, grammar and punctuation do not matter, but completeness definitely does! When you're done typing your responses, **click the submit button at the end of the form to send your information**. We'll go over it and provide you with a proposal and estimate.

We realize that this will require some time and effort, but it's crucial to the estimating process. Thank you!

Finally, if you have any questions or concerns regarding this estimate request form, please feel free to contact me directly.

Steve Graw
Office: 916-771-9321 Ext.2
Cell: 916-467-6344

We look forward to hearing from you soon!

Sincerely,

Steve Graw

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Contact Information
Your name and title:

Name of business or organization:

Your email address:

Best phone numbers for reaching you:

Company Information
Please describe your company or organization in a few sentences:

How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs, if possible.

Other than you, who else will be involved in guiding this project to completion?

Existing Web Site
If you have an existing web site, what is the URL?

In what ways is this site falling short? What would you like to change, add or subtract?

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Purpose and Goals for Web Site
What are the purposes of this web site? Who is your target audience, and what will they be able to learn or do there?

Domain Names and Hosting
Do you have a domain name or names registered? What are they?

Like most web developers, we would always prefer to make hosting arrangements for sites we produce. Will that work for you, or do you have an existing commitment to a particular web host?

Text and Graphic Content
Please make a list of planned site pages and/or groups of pages.

Do you have a company logo you're satisfied with and want to use? Please describe any other graphic images or promotional material (photos, illustrations, etc) that would be included on the web site. What is the approximate total number of graphics?

Design Style and Branding
1. Which of the following characteristics most describes the feel you want for your website? Mark all that apply.

Traditional	or	Contemporary
Formal	or	Casual/Friendly?
Expensive/Exclusive	or	Affordable?
Serious	or	Fun?
Conservative/Reserved	or	Edgy/Bold?
Simple/Clean	or	Ornate/Elaborate
Subdued/low contrast colors	or	Intense/high contrast colors
Other:		

2. Is there a specific color scheme you'd like to use? Are there specific colors you'd like to avoid using?

3. Please list three examples of high quality sites that you like the look of (They don't necessarily have to be sites who's business is similar to yours. These references aid in determining your preferred design style). Please describe what specifically you like about these sites.

Website 1: http://
Website 2: http://
Website 3: http://

4. Is there anything specific that you DEFINITELY want to see in your site or you do NOT want to see in your site?

Interactivity, E-commerce
Will the site need a form allowing site visitors to contact you for information?

Will the site be selling anything? If so, please describe the the type and number of products, and tell us as much as you can about how you'd like your shopping cart and checkout process to function.

Please tell us about any other interactive features you would like to incorporate.

Animation/Audio/Video
Do you plan to include animation, audio or video on your site? If so, please describe it.

Future Maintenance Options

We do not recommend that you work directly on your site using any other web design software. An alternative is for us to maintain your web site, with fees based on time required. In some situations, this can be a cost-effective alternative. Are you interested in considering this type of maintenance?

Time Frame and Budget

What is your time frame for producing and launching the site?

Please give us a sense of your budget for the web site. If this is difficult, please at least provide a low and high figure.

Search Engine Placement

Are good rankings on search engines important for this web site? If so, please list the most important key words or key phrases which would be used to find you.

Accessibility

Are there any special requirements in regard to access for the disabled?

Other Considerations

Please tell us anything else we need to know that could assist us in producing your ideal website.