

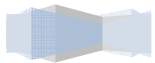
Request for Proposal



We have compiled the following basic questions to aid in taking the preliminary steps to requesting a proposal and quote. Please try to answer them as thoroughly as you can so that we can give you an accurate estimate and skip any questions that are irrelevant. When you are finished, please email this document back to your representative at IT Possible (or info@itpossible.com).

General Information

1. Company Name:
2. Contact Name:
3. Email Address:
4. Phone Number:
5. Address
6. Billing Address (if different from above)
7. Who will make the decisions (You alone, someone else, board of directors, etc.)?
8. Current or desired web site address? Do you own this URL?
9. Describe your organization in one small paragraph, or provide your mission Statement.
10. Deadline for proposal and other requirements:
11. How did you hear about us?



Project – General Information

1. Brief description of the website and features expected:

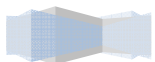
2. Desired budget and/or range:

3. What is the primary goal(s) of this project?

4. Describe your target audience. How old are they and what do they do for a living?

5. On what terms will you consider your project successful (increase in sales, site visitors, brand recognition, customer loyalty, etc.)?

6. Do you have content ready for the project? If not, do you need help with this?



Project - Design

1. How do you want visitors to describe your website? List as many descriptive words as you can think of. For example: Warm, friendly, professional, exciting, reliable, etc.

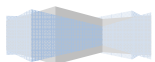
2. How would you like someone to react when they first see the design

3. What do you think is the most important aspect of your project? What should people notice first?

4. Do you have official branding guidelines that must be adhered to (colors, logotype, etc.)?

5. Do you have all photographs ready for this design, or will you need photography or stock photography?

6. Please list a few designs that you like and what you like about them. If applicable, list features that you do not like about them as well.



Project – Web Site

1. Do you need hosting? If not, please list your current hosting company and the package you have with them

2. Please give us the approximate projected size of the web site in pages, and the type of pages. If you have a site outline, please provide it in addition to this questionnaire

3. Will your site have a shopping cart, blog, social networking features, flash, video, audio, or other types of advanced features?

4. If you have an existing site, will you need our help moving content over? If so, approximately how many pages and forms does your site have? Are they all stored in a database?
