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Request for quotation.

2009

LDDESIGN focuses on Innovative, Futuristic Thinking web design business solutions that supports the overall business goals of its clients, not just their websites

**PRESENTING A
WORKFLOW
THAT WORKS**

LDDESIGN IT SOLUTIONS

PRESENTING A WORKFLOW THAT WORKS

Iteration Is Key

Today's web workflow is not just about design and redesign, but redeploying a site in stages with each iteration aiming to achieve measurable objectives. One key to a successful design/redesign is taking an iterative approach with each initiative defined, planned, and executed on time and on target. By breaking large projects up in to smaller, more regularly paced and manageable releases, **iterations can more closely be tied to specific business goals.**

It is important to note that not all iterative site improvements will be visible to the end-user. Cost-effectiveness drives these improvements. Examples include implementing CMS, converting to CSS, and bringing the site development in-house.



The Good Client

- Goal Oriented: focused on the big picture
- Answers questionnaire in clear and detailed manner
- Supplies an RFP, or clear outline of goals and scope
- Understand the Web environment and process
- Gives final sign-off and approval
- Has a team approach
- Gets your content on time
- Is part of the solution instead of the problem

PHASE 1: DEFINE THE PROJECT

THE CLIENT SURVEY

General Information

1. What is the name of your company and you're current (or intended) URL.

Company Name.	URL (Current / Intended).
1.	

2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

Name.	Contacts.
1.	
2.	
3.	
4.	

3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?

Launch Date.	Other Considerations.
1.	

4. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints? **NB: We do not reply to request for quotations that have no indication of your budget.**

Target Budget.
1.

Current Site

(If you already have a site online)

1. Do you feel your current site promotes a favourable user experience? Why or why not?

User Experience.

1.

2. What specific areas of your current site do you feel are successful? Why are they successful?

Successful Areas in Site.

1.

3. What shortcomings exist with the current site and what three things would you change on the site today if you could?

Shortcomings.

1.

4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.

Usability Tests.

1.

5. How important is it to maintain your current look and feel, logo, and branding?

Branding.

1.

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Reasons for Design / Redesign

1. What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?

Main Reason for Design.

1.

2. What are your primary online business objectives with the site redesign? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-term goals.

Primary and Secondary Objectives.

1.

3. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?

Solving and Measuring Business Success.

1.

4. What existing strategy (both on- and offline) is in place to meet the new business objectives?

Solving and Measuring Business Success.

1.

Audience/Desired Action

1. Describe a typical site visitor. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

Audience and Basic Demographics.

1.

2. What is the primary “action” the site visitor should take when coming to your site (make a purchase, become a member, and search for information)?

Conversions.

1.

3. What are the key reasons why the target audience chooses your company’s products and/or services (cost, service, value)?

Why does your Target Audience Chooes Your company or product?

1.

4. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure usage? Do you forecast usage to increase after the site launch and by how much?

Site Visitors.

1.

Perception

1. Use a few adjectives to describe how your site visitor should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?

How Should Site Visitors Perceive New Site?

1.

2. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

How Is The Company Perceived Offline?

1.

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

How Does Company Differentiate Itself From Competitors? / Competitor URLs

1.

4. List the URLs of any sites you find compelling. What specifically do you like about these sites?

URL Of Compelling Sites.

1.

2.

3.

4.

5.

Content

1. Will this site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? If not, will you be creating content in-house or using an outside provider?

Content.

- 1.

2. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site or an expansion?

Content Structure.

- 1.

3. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, colour scheme, navigation, naming conventions, etc.)

Content Elements.

- 1.

4. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

Site navigation and Sitemaps.

- 1.

Technology

1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?

Target Platform and Browser.

1.

2. Are there specific technologies (Flash, JavaScript, DHTML, etc.) that you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.

Other Technologies.

1.

3. Will you have database functionality (dynamic content generation, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific

Database Functionality.

1.

4. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.

Database Functionality.

1.

Marketing/Updating

1. How do most people find out about your current website? What kind of triggers prompt a visit (referral links, incentives, search engine terms)? What methods of distributing the URL already exist within the company on and offline?

Marketing.

1.

2. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6 to 12 months following launch)?

Your Marketing Plan For The Next 6 – 12 Months.

1.

3. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

Do You Have An Existing Or Planned Marketing Strategy?

1.

4. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

Site Maintenance

1.

Additional Notes/Comments

Please take as much space as you need.

Comments And Notes

1.