



MasseyMedia, Inc.  
*Request for Proposal & Design Questionnaire*

Thanks for downloading our Design Questionnaire! This gives us the opportunity to find out more about your project, timelines and budget so that we can give you the most accurate estimate and time frame possible.

We'll do our best to keep these questions brief, but please try to answer all applicable questions as thoroughly as possible. When you are finished, please email a copy of this questionnaire to [worktogether@masseymedia.com](mailto:worktogether@masseymedia.com).

- We will need to know your full name, address, phone number and the best email address to reach you.

This is important: We will never sell your information to anyone. It's safe with us! Please no screen names, monikers or handles. Please include a phone number and email address you use regularly.

- How did you hear about us? (Client referral, link, Google, etc.)

- What is the name of your company or service? Do you have a domain name chosen for your website yet? What is it?

We like to get to know our clients so that we can make sure to tune in to just what you're looking for. Tell us a little about yourself and your product/company or podcast!

- Is this project a redesign for an existing site or is this a fresh site designed and developed from scratch?

If existing, please let us know what you want to keep and what you want to change. Will we need to work with any existing staff? If so, please provide their contact information as well.



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- What is your vision for this project? Please be as thorough as possible. If you do not know, will you require consultation and branding assistance?

If you are unsure of what you want, think of this as your dream website. Ask for the moon... we'll see what we can do!

- What are your expectations from MasseyMedia in terms of direct deliverables?

(i.e. "Just one template with matching CSS" or "Just an email template, thanks!" or "I want a complete branding package, including a logo, consultation, website design, development and the whole shebang!")

- Does this project need to include a blog, photo gallery and/or a podcast?

If so, do you have experience with podcasts and blogs? If a photo gallery is required, is this for professional or personal photos?

- Are you seeking an e-commerce solution? If so, do you have one in mind? What kind of features do you wish it to have? What kind of payments do you want to accept? Do you already have a merchant account through your bank?

i.e. gift registry, gift wrap, multiple color options, multi-image options, refer-a-friend, gift cards, Visa, MasterCard, Amex, Paypal, etc.

- We need to get an idea of the kind of concept you're seeking. Please give us some words or phrases that best capture the look you're going for. Include anything you want *avoid*, as well.

Retro, bright, professional, soft, bold, colorful, vintage, modern, clean, classic... etc.



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- What kind of a budget are you working with? Do you have a “drop dead” timeline that must be met?

We don't want to break your bank, but to be fair all around we need to know what your expectations are with both time and budget. We want to be able to give you the *best* estimate for your dollar, not necessarily the most expensive site in town.

- Please provide us with two to five URLs for your competitors (if applicable). What do you feel works or doesn't work about their site and how would you like your site to be the same and/or different?

We will not copy the work of any other designer, but we can get an idea of what your competitors are putting out there!

- Please provide some links to other sites that you enjoy (or possibly do *not* enjoy!).

These do not have to be MasseyMedia-designed sites, just sites that utilize techniques you appreciate (or do not like), that run scripts you wish to incorporate or have features you think work or do not work. We want to get an idea of the bells and whistles you're into and what kind of a 'look & feel' you're seeking.

- Who will be providing the content for this site? Is this a community blog, a personal site, do you have a copywriter, etc. Will you require copywriting assistance?

- Additional goodies we need to know? Do tell!

**Thank you for taking the time to complete our questionnaire. We will review the information provided and contact you back as soon as possible. Thank you!**