

## Client Input Form

This form is designed to enhance communication between Creative Chaos and our clientele. After having filled out the form, please keep a copy for your records and return a signed copy to us.

### About Your Organization

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Email: \_\_\_\_\_

Liaison for this project: \_\_\_\_\_

### Nature of Work

- Development of New Website
- Update / Modification of Existing Site

### What Best Describes Your Needs?

- Browsing:** We're looking into an Internet presence, though we are not yet sure whether we need a website.
- Evaluating feasibility:** We need an Internet presence but still comparing costs, what it takes to get a website, etc.
- Actively looking:** Ready to engage the services of a development company and begin the process.
- Need an Internet Presence Immediately:** Must engage a development company immediately.

**What is the Intended Purpose of Your Website?**

- To build a brand from scratch.
- To use the Internet in synch with other mediums to put our organization out “there”.
- To sell products directly taking credit card information over the Internet.
- To encourage potential customers to view our products and services which could lead to sales.
- To make available product/service information and price lists to distributors.
- To explain your product(s)/service(s) and put forward your price lists to customers.
- To strengthen brand identification.
- Other \_\_\_\_\_

**Your Approximate Budget**

- £ 1000
- £ 1000 - £2000
- £2,000 - £5,000
- £5,000 - £10,000
- £10,000 - £25,000

**Desired Form for Web Site**

1) Would you like a

- Static Website
- Dynamic Website

2) If you opt for a Dynamic Website, please indicate what the nature of your business is

- Product based
- Service based



3) If you are a product manufacturing/selling company please list your products or provide a list / brochure

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4) If you are a service provider of any kind please provide a brief outline of your services:

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5) Would you require a database working with your site?

- Yes
- No

6) If yes, then please select one of the following:

- The database we wish to use already exists.
- We would like Creative Chaos to design/develop a database for us.

**Check Additional Services Needed**

- Search Engine Optimization (SEO)
- Customized Strategy Reports.
- Security Consulting.
- E Commerce.
- Web Hosting Services.
- Site Promotional Services (e.g. Search Engine Submission).
- Customized Graphics and Visuals.
- Others \_\_\_\_\_

**Site and Domain Name**

Site Name on Masthead: \_\_\_\_\_

Domain Name It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Network Solutions (<http://www.networksolutions.com>)

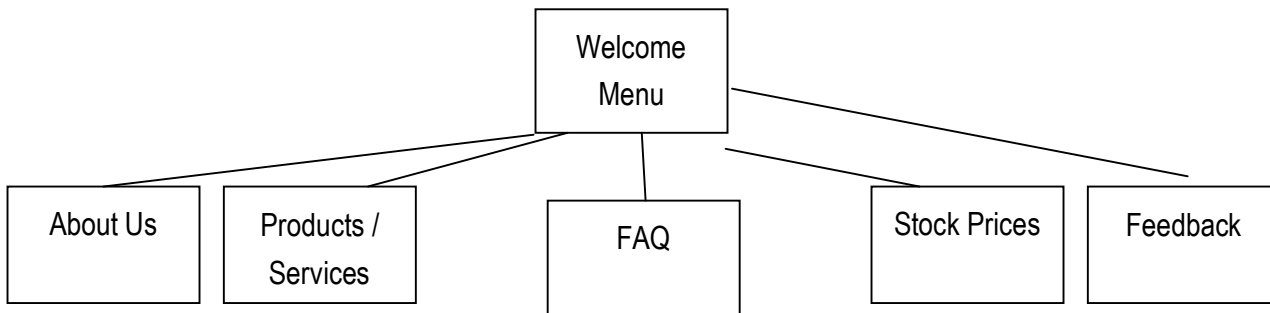
Domain name \_\_\_\_\_

Is this domain name

\_\_\_ Desired or is it \_\_\_ Already Registered

**Site Map**

Please label the pages you desire and cross out the rest



Please label any additional pages you would like

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Approximate number of pages required:

\_\_\_5 \_\_\_10 \_\_\_20 \_\_\_30 \_\_\_40 \_\_\_Other

**Check Additional features you think you might require**

- User registration suite (including password security)
- Information collection forms (e.g. surveys, customer demographic, feedback forms)
- E Commerce
  - 1. Cash on Delivery Ordering
  - 2. Ordering via Credit Card
- Traffic Analysis.
- Administrative access
- Online Business Modules
- Site traffic statistics
- Message boards
- Audio
- Video
- Multi-lingual site; please specify languages:
- Email addresses with your company domain for your employees (e.g. you@yourcompany.com)

**Would your site require a catalogue / database of items (e.g. products, members, locations, etc.)**

*Skip if not applicable*

Yes  No

If Yes, how many will it have?

25 or less     25-500     500-5000     more than 5000

**What kind of image do you want to project?**

- Corporate
- Minimalist
- Graphic Intensive
- Funky/ Edgy



**Graphical Layout**

It is very helpful if you will include a copy of your company's letterhead, brochures, catalogue, etc. so we can see how you present your company image.

- Would you like the company logo incorporated in the masthead graphic? If so, please enclose a colour copy.
- Typeface preference \_\_\_\_\_
- Corporate Colours \_\_\_\_\_
- Other Ideas \_\_\_\_\_

**List 3 websites that indicate the type of site you want**

1. For Form & Functionality

http:// \_\_\_\_\_

http:// \_\_\_\_\_

http:// \_\_\_\_\_

2. For Design & Graphical Interface

http:// \_\_\_\_\_

http:// \_\_\_\_\_

http:// \_\_\_\_\_

**Updates & Maintenance**

- Site Maintenance will be done in-house by company personnel.
- Creative Chaos will be engaged to maintain the site.

**Additional design/technology requirements you wish to bring to the attention of Creative Chaos Concept Team:**

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**On behalf of my organization I approve the above plan which I have developed with Creative Chaos to construct a website, and I authorize Creative Chaos to use this Website Planning Form as the basis of the project.**

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

## Glossary

**Administrative Access:** A module on a site that allows an administrator to implement changes as and when necessary.

**Cash-on-delivery Ordering:** Given the infrastructure restraints in Pakistan, this is a good way of getting started to sell your products via the Internet in Pakistan.

**Credit Card Processing:** A mechanism which allows your site to accept credit cards in order to sell your products/services.

**Customised Graphics & Visuals:** This includes any graphical content tailored to a company's specific needs using the latest imaging technologies.

**Customised Strategy Reports:** Strategy Reports are road maps we develop for individual companies keeping their requirements, future plans, competition, and other factors in mind. Since no two organizations are the same, neither are our reports.

**Database:** Databases are a collection of records.

**Domain Name:** The address or URL of a particular Web site. For example the CNN website's domain is [cnn.com](http://cnn.com)

**Dynamic Web Page:** A Web site or Web page that contains information that changes often, usually daily and/or each time a user reloads or returns to the page. Content that is also structured based on user input. For example, when you search on some keywords on a search engine, the resulting page you get is a "dynamic" page, meaning the information was created based on the words you typed into the form on the previous page. **Dynamic Sites are the superior method of delivering content.** Another advantage of a dynamic site is that changes to text do **not** require changes to the site, and these changes can be performed very quickly and with no or very little technical know-how.

**E-commerce:** E-Commerce is **not** rocket science. It is just another way of doing business, and in this case it is over the Internet. Unlike our peers we do not believe that e-commerce is the elixir to any business rather it should be used in conjunction with traditional sales methods. E-Commerce is the ability to do business via the Internet, and is a medium, which has been successfully used by traditional vendors.

**Maintenance:** Just like a car requires maintenance a web site will require the same. Information needs to be updated on a regular basis, and the site needs to be "tuned" on a regular basis as well.

**Message Board:** Message Boards are an excellent way of receiving feedback or interacting with clients and potential clients. These are also used to build a sense of community between clients and also between clients and the organization.

**Multi-lingual Site:** Multi-lingual sites are ideal for **exporters**, as they cater to more than one ethnic

group hence facilitating more sales/leads.

**Online Business Modules:** We, at Creative Chaos, believe that the Internet should be used to do “real” business over the Internet. Online business modules are custom-made for each one of our clients, whether they are in the financial, textile, or service sector. From accounting, human resource management, to client management we have helped different clients harness technology to either raise revenues or cut costs.

**Security Consulting:** Most businesses do not realize the **risk** they are at once they connect to the Internet even to download their email. Viruses are the least of a companies’ worries in the face of **data theft, especially relating to sensitive financial documents etc.** Creative Chaos provides an extensive array of services, which are designed to keep sensitive data secure.

**Site Traffic Statistics & Statistics:** Site Traffic is method of determining which sections of your site are most and least frequently visited. This allows companies to adapt and enhance their offerings by knowing where to focus.

**Web Hosting:** Web Hosting is analogous to renting an office space. Once you have developed your Internet Presence, you will need to “host” it somewhere. Hosting only gets critical and complicated when your site is mission critical, i.e., vital to your business and running an application behind it. Creative Chaos provides an array of hosting solutions via our proprietary servers based in Santa Clara, USA.