

Please complete the form and email to sacha@crystalmedia.co.za

Design Information

Please provide us with the following information:

Company Information/background information

Company Name:	
Company Tag Line or slogan:	
Your Name:	
Your contact number:	
Type of services or products your company provides in as much detail as possible:	
Who are your major direct competitors? Please give names of companies and website addresses.	
How does your company differentiate itself from its competitors, what makes yours more unique?	
Describe your company in 4 words:	
Describe your target market (i.e. housewives, professional men aged 25-50, students aged 13-18, etc.)	

Corporate ID / logo

Do you have an existing logo?	
Would you like us to design you a new logo?	
If you answered no to the above questions, skip to the web design specification section below...	
How did you come up with the company name?	
Describe any ideas you have in mind for your new logo (if a logo design is required):	
What colours would you like for your logo?	
List 4 different items you see being used to represent your company (i.e. person walking, tree, house, etc.)	
When someone asks about your company, what would you want people to say?	

Web development specifications

If you are interested in selling products on your web site, approximately how many items would you sell online?	
What is the average sale price of items you offer for sale?	
What is the budget for your web site development?	
Who are your current average customers (not necessarily the same as your target market)?	
How many customers do you currently have?	
What do you mostly hope to achieve with your web site?	
Will you be requiring an e-Commerce site?	

Your new web site specifications

Which of the following pages would you like to have on your web site? (please mark with X)	<input type="checkbox"/>	Homepage - same look and layout as other pages OR	<input type="checkbox"/>	Homepage - with a different look and layout than other pages
	<input type="checkbox"/>	About us - company profile	<input type="checkbox"/>	Products / Services - approximate number of items to be displayed
	<input type="checkbox"/>	Contact us page with feedback form	<input type="checkbox"/>	Testimonials or list of clients
Additional optional pages: (please mark with X)	<input type="checkbox"/>	Guestbook	<input type="checkbox"/>	Site search engine
	<input type="checkbox"/>	Calendar of events	<input type="checkbox"/>	Photo gallery
	<input type="checkbox"/>	Event registration form	<input type="checkbox"/>	Competitions
	<input type="checkbox"/>	Discussion forum	<input type="checkbox"/>	Site map
	<input type="checkbox"/>	Job posting	<input type="checkbox"/>	News
	<input type="checkbox"/>	Case studies	<input type="checkbox"/>	Partners / alliances
	<input type="checkbox"/>	e-voucher / gift certificate	<input type="checkbox"/>	Press releases
<input type="checkbox"/>	Members only private area	<input type="checkbox"/>	Specify what you would like to have in your members only private web:	
Other pages required:				

Look and feel of your new web site

Type of web site desired: (please mark with X)	<input type="checkbox"/>	Simple web presence
	<input type="checkbox"/>	Online shop
	<input type="checkbox"/>	Family web site
	<input type="checkbox"/>	Online brochure
	<input type="checkbox"/>	Website re-design
Style of web site you would like: (please mark with X)	<input type="checkbox"/>	Basic
	<input type="checkbox"/>	Clean
	<input type="checkbox"/>	Simple Corporate
	<input type="checkbox"/>	Professional Fun
	<input type="checkbox"/>	Artistic
<input type="checkbox"/>	Other	

Images / graphics: If so please provide all graphics in the following format e.g. (.psd, .jpg, .png, etc.) when possible (please mark with X)	<input type="checkbox"/>	Images supplied on cd ROM
	<input type="checkbox"/>	Images can be emailed
	<input type="checkbox"/>	Photographs to scan
	<input type="checkbox"/>	Crystal Media to provide images
No. of images / graphics you would like included in the site:		

Would you like: (please mark with X)	<input type="checkbox"/>	No animation
	<input type="checkbox"/>	Simple animated buttons
	<input type="checkbox"/>	Basic intro animation
	<input type="checkbox"/>	Impressive intro animation
Amount of text/copy: (please mark with X)	<input type="checkbox"/>	Under 1 A4 page of copy
	<input type="checkbox"/>	1-3 pages of copy
	<input type="checkbox"/>	4-9 pages of copy
	<input type="checkbox"/>	10-20 pages of copy
	<input type="checkbox"/>	20+ pages of copy (Please specify)
Text format: (please mark with X)	<input type="checkbox"/>	Supply the copy via email
	<input type="checkbox"/>	Supply the rough draft
	<input type="checkbox"/>	Crystal Media to rewrite what we already have
	<input type="checkbox"/>	Crystal Media to do all our copywriting
List web design styles you have seen that you like:		
Do you wish for your web site to reflect the look and feel of your marketing literature, or something completely different? (Please provide copies of brochures, business cards, etc. if staying with the same format.)		
Do you have a special font that you would like used on the website? If so, please supply name of font.		

Domain name application and web hosting

Domain name: (please mark with X)	<input type="checkbox"/>	Require registration of .co.za name
	<input type="checkbox"/>	Require registration of multiple names
	<input type="checkbox"/>	Domain name registered already
	<input type="checkbox"/>	Other registration required
Web hosting: (please mark with X)	<input type="checkbox"/>	Crystal Media to organise our hosting
	<input type="checkbox"/>	Already being hosted by a major ISP
Additional features required:		
Will you require Crystal Media to manage and promote your web site after the initial set-up?		
When would you like us to start a custom design? Do you have a deadline for this project? Please describe: *		
Do you have a requirement for any of the following: (please mark with X)	<input type="checkbox"/>	Business Card Design
	<input type="checkbox"/>	Brochure/Flyer/Leaflet Design
	<input type="checkbox"/>	Email Stationary
	<input type="checkbox"/>	Office Stationary
	<input type="checkbox"/>	Invite Design
	<input type="checkbox"/>	Advertising Banners
	<input type="checkbox"/>	Image Collage
<input type="checkbox"/>	Flash Components (extra fees required)	