



Website Planner (version 1.0)

Successful website are built on Strategy and Planning. Please use this questionnaire to begin planning your website and complete as much of this form as you can and return it to ChinaClick.

Date: 3rd April 2006

ALL SUPPLIED INFORMATION IS STRICTLY CONFIDENTIAL

©Copyright 2006 ChinaClick, Shanghai FeiQing Network technology Co., Ltd



Client Information

Company/Business Name:	
Address:	
Phone:	
Tax:	
Mobile:	
E-mail:	
Website:	www.

CONFIDENTIAL

Project Specifics

This section contains information about your business background and strategy.

General description of business : (What you do)	
Your products/ services:	
Target audiences:	
Market performance/scale:	
Known competitors :	
Unique features/concepts/systems:	
Business strategy of Website	
Business's strengths: (words best describe your business strengths)	(Trustworthy, energetic, timely, knowledgeable, fast, friendly, family, foundation, experienced, innovative.)
The things visitor is interested in most	
Company's mission statement:	

CONFIDENTIAL

Website Design Background and Requirements

Do you own a website now? What's the address?	
Objective of your Site: (view checklist)	
Target online audiences:	
Site features (functional):	
Site features (creative):	
Specific style / Similar Website:	
Preferable programming Language:	
Web hosting / Server:	
Major section:	
Web Promotion: (Traffic driving)	
Maintenance:	
Information flow	

CONFIDENTIAL

Check list for the objective of Website design

Item	Tick for Yes
Sell a product or service.	<input type="checkbox"/>
Build interactive branding.	<input type="checkbox"/>
Provide e-commerce.	<input type="checkbox"/>
To network.	<input type="checkbox"/>
To make business information available.	<input type="checkbox"/>
To serve your customers.	<input type="checkbox"/>
To heighten public interest.	<input type="checkbox"/>
To release time sensitive materials.	<input type="checkbox"/>
To sell.	<input type="checkbox"/>
To make pictures, sound and film files available.	<input type="checkbox"/>
To reach a highly desirable demographic market.	<input type="checkbox"/>
To answer frequently asked questions.	<input type="checkbox"/>
To stay in contact with salespeople.	<input type="checkbox"/>
To open international markets.	<input type="checkbox"/>
To create a 24 hour service.	<input type="checkbox"/>
To make changing information available quickly.	<input type="checkbox"/>
To allow feedback from customers.	<input type="checkbox"/>
Provide direct marketing opportunities.	<input type="checkbox"/>
To test market new services and products.	<input type="checkbox"/>
To reach the media.	<input type="checkbox"/>
To reach new markets.	<input type="checkbox"/>
To reach the specialised markets.	<input type="checkbox"/>
To serve your local market.	<input type="checkbox"/>

CONFIDENTIAL



Project Control

Success criteria for the project:	
Approximate budget for the project:	
Timeframes for the project:	
Image/text sourcing:	
Website content suggestion and development	
Corresponsive contactor:	

CONFIDENTIAL

About ChinaClick

ChinaClick was our commercial brand established in 1999. In our six years of operation, ChinaClick's brilliant designing, programming and consulting team has helped literally a hundred organizations all over the world that needed a partner with the technical capability, business insight and professionalism to deliver custom web solutions.

What's Next

Please complete these forms and return to ChinaClick (info@chinaclick.com.cn), we will then email you a project proposal, which includes project time schedule, description about our design and programming solutions, tasks and overall budget...

Contact Us

Unit A&C,
Yazhou business Center,
No 249 Xinazha road,
Shanghai , P.R.China
Tel: 0086 -21- 6358 3209
Mail: info@chinaclick.com.cn

CONFIDENTIAL