



Thank you for considering Xymmetrix for your web development needs. The following materials will help us evaluate the size and scope of your project. We appreciate you taking the time to fill out this form as thoroughly as possible. The better that we understand your goals, the better that we can develop a site that accurately represents your company online. Often businesses feel pressured to have a web pres-

ence and rush through these important initial planning stages only to be disappointed by the final product or surprised when something falls outside of the project quote. Naturally, if a section doesn't pertain to you, simply skip it. Please don't hesitate to contact us with any questions. When completed, this sheet can be returned to us by fax, e-mail or regular mail. We look forward to working with you.



## General Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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

If you currently have a web site, what is the address?  
\_\_\_\_\_  
\_\_\_\_\_



## Your Company

What is the nature of your business or industry? (e.g. retail, manufacturing, real estate, law, etc.)  
\_\_\_\_\_  
\_\_\_\_\_

How long have you been in operation?  
\_\_\_\_\_  
\_\_\_\_\_

What type of products or services do you provide?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How does your company differentiate itself from your competitors?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name some key reasons why customers choose your company.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## The Site

Why is the site being created or updated and what are your expectations for the site?

What is the objective of the site? (For instance, do you want to educate visitors, inform them of your services or develop leads? Do you plan on selling products or services online?)

Who is your intended audience? (Who is the information on the site intended for? Is your audience familiar with you or will you have to go into greater detail about who you are?)

How do you currently or how do you plan to market the web site?



## Content

Describe the content that you plan to put on the site.

Will you need to provide files such as PDFs, video, audio or other data files for your visitors to download? If yes, list format types.

Will your users be able to access data such as account information, order tracking, accounts payable, inventory tracking, etc.?



**Mailing Address:** 3630 Illinois Road | Fort Wayne, IN 46804  
**Email Address:** info@xymmetrix.com  
**Phone:** 260 459-2521

**Fax:** 260 459-2372  
**Toll Free:** 888 835-4932  
**Site:** www.xymmetrix.com



## Design

Describe the site's desired look and feel using adjectives and short phrases. Try using phrases like conservative, edgy, retro, classic, modern, understated, clean, sharp, etc.

.....  
.....  
.....  
.....  
.....

Describe any existing marketing identity that you would like the site design to reflect.

.....  
.....  
.....

List any specific colors or other visual themes and elements that you would like to see incorporated into the design.

.....  
.....

Provide us with the addresses of other sites you find compelling and tell us what you like or dislike about them.

.....  
.....  
.....



## Site Hosting

If you have an existing site, where is it currently hosted?

.....  
.....

If you have already registered any domain(s) for the web site, please list them here.

.....  
.....

List any domain names for which you would like us to check availability and/or register for this project.

.....  
.....  
.....



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## Security and Legacy Integration

Do you plan on collecting any sensitive information from visitors that would need to be encrypted? (e.g. credit card info, social security numbers, etc.)

.....  
.....  
.....

Tell us about any existing data that we will need to integrate with your web site.

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.....  
.....  
.....  
.....  
.....



## Project Planning

Do you have a specific timeframe or expected completion date for this project?

.....  
.....

What is your approximate budget or not-to-exceed cost?

- \$2,500 - \$5,000       \$10,000 - 15,000       \$20,000 - \$25,000
- \$5,000-\$10,000       \$15,000 - \$20,000       Other: \$ \_\_\_\_\_

## OTHER INFORMATION

### Know What You're Getting

Be certain that you know in advance what services you will be getting. We need to know if you have any special expectations or requirements. Also, there are many services which are purchased separately such as merchant accounts, hosting, secure server certificates, domain names and so on. Many times, we can coordinate those items for you, but they don't happen automatically.

### Why do we require all content to be in Electronic Format?

It is more cost effective for you to provide us with all content in an electronic format so that we are not spending unnecessary time converting your content to a format suitable for a web site. We can scan photos or retype printed material, but this will increase the proposal amount.

### Future Web Site Enhancements

One of the more appealing aspects of building a web site is that it can be broken up into phases. We will be happy to work with you to add additional features once your initial site has been developed. If you let us know that an additional feature may be pursued in the future, we can build your site so that these features can be more easily added at a later date.



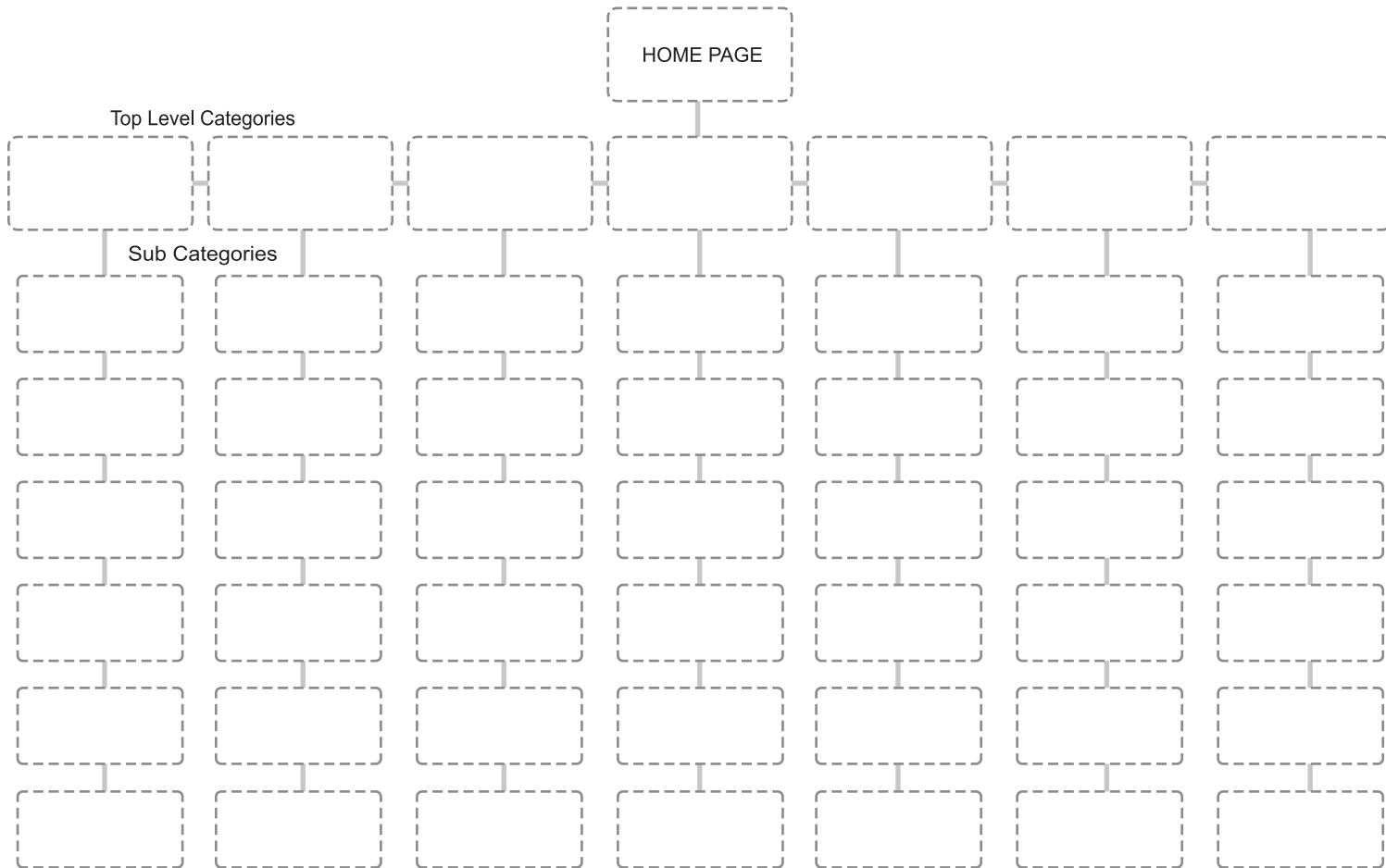
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## ORGANIZE YOUR CONTENT BY BUILDING A HIERARCHY:

It is important that your content is organized in a clear and concise manner. This will not only help with the initial designing of the site, but also aid the user in easily finding information within a minimum number of clicks. Once you've decided on the content to be placed on your site, Xymmetrix recommends that you organize it by creating a simple hierarchy or outline. This will become the "blueprint" that we will follow when developing the site's structure and navigation.

You can use the blank hierarchy below to help structure the main sections and pages of your site. Feel free to add additional boxes if necessary or use a more traditional outline form. For more complex sites that have secondary sub-categories or more top level categories, please use a separate sheet of paper. Xymmetrix can assist you with this or make suggestions as necessary.



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## GLOSSARY

### Content

We define content as any text, image, or file that will be incorporated into your web site.

### Compression

A method of reducing the size (compress) of web documents or graphics for faster delivery via the web.

### Database

Data stored in a computer in such a way that a computer program can easily retrieve and manipulate the data.

### Dynamic Pages

We regard dynamic pages as those pages whose content can change frequently or whose content is dependent on a database. Examples of these types of pages are ecommerce product pages and news article pages. Xymmetrix can provide password protected tools to allow you to change these areas as often as you need to. Compare with Static Pages.

### Domain Name

The name that identifies a web site (xymmetrix.com)

### Domain Name Service (DNS)

Server DNS is the mechanism that translates domain names to IP addresses. The server is the software which provides this service.

### Electronic Format

Electronic format means that the text, images, or files can be e-mailed or provided to us on a floppy disk, CD, or DVD.

### Encryption

To convert data from its original form to a form that can only be read by someone that can reverse the encryption. The purpose of encryption is to prevent unauthorized reading of the data.

### Extranet

An intranet that is accessible to computers that are not physically part of a company own private network, but that is not accessible to the general public, for example to allow vendors and business partners to access a company web site. Compare to Intranet.

### FTP (File Transfer Protocol)

One of the most common methods for sending files between two computers.

### HTML

An acronym for HyperText Markup Language, HTML is the language used to tag various parts of a Web document so browsing software will know how to display that document's links, text, graphics and attached media.

### HTML Tags

Codes used to identify the different parts of a document so that a web browser will know how to display it.

### HTML Form

A form that passes user input back to the server.

### JavaScript

A programming language designed by Sun Microsystems, in conjunction with Netscape, that can be integrated into standard HTML pages. Not to be confused with Java.

### Intranet

A private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is only for internal use. Compare with Extranet.

### IP Address (Internet Protocol Address)

A unique number identifying every computer on the Internet.

### Linux

Open source computer operating system based on Unix. Mostly used on servers and web servers.

### Meta Tag

A specific kind of HTML tag that contains information not normally displayed to the user. Meta tags contain information about the page itself, hence the name ("meta" means "about this subject").

### Perl

Perl stands for "Practical Extraction and Report Language." Perl is a scripting language which uses a syntax similar to C/C++. It is commonly used by Web programmers to create scripts for Web servers. Perl is especially good at parsing text, so programmers often use it for reading and searching through text files.

### Static Pages

We regard static pages as those pages whose content will rarely change.

### URL

This is the abbreviation for Uniform Resource Locator, the addressing system used in the World Wide Web and other Internet resources. The URL contains information about the method of access, the server to be accessed and the path of any file to be accessed.

### Web Page

An HTML document that is accessible on the Web.

### Web Site

A combination of assembled HTML documents and other content that share a common domain and navigation method.



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