

Project enquiry survey

Thank you so much for your interest in Hinterlands, we really do appreciate your time. This project survey will help us to estimate the costs and time line for your project. The more information you give us, the more accurately we can respond.

Please answer all the relevant questions. If you're not sure about something or would like to talk to us, please call Chris Blown on 1300 887 062

Ready? Great.

General information

What is the name of your organisation and your current (or intended) web site address?

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Who are the main contacts for this project? You? Someone else?

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Who has final approval for commissioning and/or signing off this project?

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When do you expect this project to start and when does it need to be completed? (You get extra bonus points for not saying "as soon as possible"). Are there specific reasons for this date, perhaps a PR launch, trade show or your end-of-year?

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What is your budget range? Please choose one below. (We should say that we don't reply to people who don't at least indicate a broad budget.)

- \$3,000 – \$10,000
- \$10,000 – \$18,000
- \$18,000 – \$25,000
- \$25,000 – \$35,000
- \$35,000 – \$50,000
- \$50,000 +

How did you hear about Hinterlands?

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Your current site

Which areas of your current site work well?

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Why is that?

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What's not so good about your current site?

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If you could change three things about your site right now, what would they be?

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Reasons for the project

What are your main reasons for starting this project?

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What are your business objectives or other goals? Selling more?
Improving customer experience etc.?

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How will you judge when it's a success?

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Who are your audience?

Can you describe a typical visitor or customer?

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What do you want people to do on your site? Buy things? Become members? Contact you by phone or email?

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Perception

Can you describe how you would like people to comment on your new site? (eg: modern, corporate, professional, friendly, fun.

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Is this what people comment about your site now?

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Who are your competitors?

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List a few sites that you find compelling and why?

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Your new content

What assets do you already have? Photographs? A logo, colour scheme or other branding?

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Do you have a site map or plan for your new site already prepared? If you do, great, attach it too. No worries if you don't.

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Technical stuff

We guess you'll want to update the content of your new site yourself, right? What other things do you need the site to? Newsletter sign-ups, photo gallery or a shopping cart —that kind of stuff.

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E info@hinterlands.com.au



Marketing

How do people find out about your organisation? How do they find your web site? Do you market your web site in the real world too?

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Notes or comments

Is there anything else that you think will help us to accurately access your project and what's best you? Take as much space as you need.

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That's it

Go make a cuppa, read this through again to make sure you've covered everything you need, then email it to: **chrisb@hinterlands.com.au**

Thanks for your help. We'll confirm when we receive it and be right back to you.

Chris Blown

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