

The following questionnaire is designed to give us all the information we need to commence your project. We realize there is a lot of information here, but we ask that you please answer as fully as possible, as this will serve as the basis for defining the project going forward.

Please provide relevant information for the business, organization, or individual associated with this project:

- **Company / Organization Name:** PAW Photo
- **Present URL (If any):** www.prasetyowibowo.com
- **Street Address:** 99-41 64th Rd.
- **City:** Rego Park
- **State:** NY
- **Phone:** 347.693.4327
- **Fax:**

Please provide the following information about yourself:

- **Full Name:** Prasetyo Adi Wibowo
- **Job Title or Role:** Photographer
- **Phone:** 347.693.4327
- **Email:** prasetyowibowo@yahoo.com

How do you prefer to be communicated with: X Email Phone

Will you be the primary contact for the project? If not, please provide the name and contact information for that person or people. This person will be responsible for providing content and images for the site, and giving or obtaining sign-off on all stages of the project.

YES

Who will maintain the site after launch? What is their experience with Web technologies?

Mira Iskarnita

Describe your business or organization:

I specialized in fashion and wedding photographer.

Specifically describe the concept, product or service this site is intended to provide or promote:

To promote my photography service, which in turn will drive new projects..

Does this concept, product or service have an existing logo or branding? No.

If not, will you expect us to develop one in the course of this project? No.

List ten words that you feel best evoke the spirit, philosophy, or brand of the business or organization, product or service:

Simplicity, love, passion, human interest, dramatic angle, natural lighting, capturing the moment, movement, imagination, story telling.

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

User friendly. Simplicity. Eye-catching.

Please list 3-5 Web sites whose design or functionality you like, and describe why:

www.johnvarvatos.com - The use of color and navigation
www.loucee.com - Simplicity

Please list 3-5 Web sites whose design or functionality you *don't* like, and describe why:

www.gap.com - Too busy and hard to navigate.

Please list 3-5 competitors or site/services/products /organizations that are similar to yours, and provide Web addresses if possible:

www.arenbyphoto.com
www.lifeuncommonphotography.com
www.figjamstudios.com
www.richardwarrenphotos.com

Does the business or organization currently have a Web site? YES

If this is a new site, please describe why you feel you need a Web site and what the primary goal of the site is:

If this is a redesign of an existing site, describe why you would like to redesign the site.

- **What is the primary business problem you are try to solve with a redesign:**
I would like to use it as a marketing tool for my future client for them to be able to log in privately.
- **What do you like about the existing site?**
Easy navigation.
- **What don't you like about the existing site?**
It's too simple. I want my photographs to speak for itself and the current site doesn't show that.
- **What feedback have you gotten from the users of your existing site?**
Some of my clients have mentioned for me to add a more dynamic user experience in my site. They want to be able to see the result available on line for them to view it and give feedback.

Who within your organization will be a user of the site? Me and my clients.

What will be the primary actions that they need to accomplish on the site? (ie- updating content, reading customer feedback, etc)

Customer feedback.

Who outside your organization will be a user of the site (ie – customers, clients, partners, etc) Be as specific as possible, and describe their relationship to you.

What will be the primary actions that these users need to accomplish on the site? (Examples include: becoming a member, subscribing to a newsletter, reading editorial content.)

Becoming a member and to have access to view their picture privately.

Would it be possible to interview sample users for your site, or to use them as testers in later stages of the project? Yes

Have you already registered a URL for this site? If so, what is it?

Yes. www.prasetyowibowo.com

Do you already have a hosting company for this site? If so, please provide the username / password and FTP access information.

Yes. More info will come as I need to ask my current web designer.

Do you have access to visitor statistics for you site? Can you provide them to us, or access to the online statistics? NO

Does your site plan include community features, such as a user discussion forum? If so, do you have the appropriate personnel to manage such a forum on a daily basis? NO

Does your plan include media-intensive components, such as streaming video? NO

In number of pages, what is the approximate estimated size of your site? (Twelve carefully designed portfolio pages? Thousands of dynamic pages delivered by a content management system?)

As of now, I have about 14 pages. As the new site being developed, I think it will be about 20 pages.

If you presently work with a content management system, please tell us which system and version and describe its capabilities and limitations (or point us to a web address where we can find out more about it).

NO

Will this project include an e-commerce component such as an online store? NO

Have you already created the site's content (ie – text, images, movie files, etc) If not, how soon could you provide it?

YES

How often do you anticipate needing to update the site?

Once a new project is finished, I would like my photos to be uploaded immediately.

Please provide any other information that you think may be helpful to us in developing the site:

Other than having the site be user friendly, I would like my client or anyone to enjoy my work.