

Website Questionnaire • 网站问卷

Thank you for downloading this document. This questionnaire is will help **FrozenHTML** create a proposal for you. The more information you can provide us with, the better we can evaluate your and your users' needs. If there are any questions that are not relevant to your project, please ignore them.

感谢您下载这个文件. 这个问卷会帮助 **FrozenHTML** 为您创建一个解决方案. 希望您提供给我们尽可能多的信息. 这将有助于我们更好的了解您和您的用户的需求. 如果有任何和您的项目不相关的问题, 请留白.

The Initial Details... • 初始细节

Name • 姓名

Your name • 您的姓名

Company Name • 公司名称

Your company name • 您的公司名称

Job Category • 工作类别

Do you require a new site to be created, a re-design of an existing site, or something else?

您想建造一个新的网站, 还是重新设计一个已经存在的网站, 或是其它?

Company Description • 公司介绍

Please provide a little information about your company

请您提供一些贵公司的有关信息.

Project Information... • 项目信息

Objectives • 目标

What are your reasons for commissioning a new website?

请问您创建一个新的网站的原因是什么？

Intended web address? • 网页地址

What is the intended domain for this project?

请问这个网页的地址是什么？(如：http://www.frozenhtml.com)

Approximate Size • 近似大小

How many pages or sections will your website need?

您的网站大约需要多少页面或栏目？

Specific Requirements • 特别要求

Please list any known requirements such as online shop front, content management, extensive gallery etc.

请列举任何确定的需求, 如在线购物页面, 内容管理, 在线画廊等.

Perception & Message ... • 观念和信息

Target Audience • 目标观众

Your target audience for this site (please be as detailed as possible)

您的网站的目标观众(请您尽可能地详细列举).

What is the primary message you wish to convey?

什么是您想传达的最基本的信息?

The most important message this website should communicate to your audience

这个网站应该与观众交流的最重要的信息.

Website Goals • 网站目标

What goals do you wish to achieve with this website?

通过这个网站, 您想完成哪些目标?

How should your site be perceived?

您的网站应当被如何理解？

(examples: fun, serious, vintage, modern, casual, formal)

(如: 娱乐, 古典, 现代, 休闲, 正式)

Main competitors websites • 主要同行的网站

Please list some competitors websites, followed by what you like or dislike about each.

请列举一些同行的网站, 以及您对于它们的喜好.

1 Like (喜欢):

Dislike (不喜欢):

2 Like (喜欢):

Dislike (不喜欢):

Interesting websites • 感兴趣的网站

Please list some websites you like, and briefly state why.

请列举您喜欢的网站, 并简单说明原因.

The Call To Action... • 最后冲刺

What will users do? • 用户会怎么做?

How do you envisage people using your site?

您设想您的用户会如何使用这个网站?

Arrival Action • 到达行动

What is the primary action you wish users to take from your homepage? For example: download, begin order, email, phone call, proceed to another page/section

您希望您的用户在您的主页上进行的基本行动是什么?如: 下载, 开始订单, 发邮件, 打电话, 转向其他页面/栏目.

Departure Action • 离开行动

If different than the arrival action, what is the primary action you wish users to take before leaving your website?

如果不同于到达行动, 您希望您的用户在离开您的网站前做的基本行动是什么?

Key Items • 关键项目

What elements should be available on every page where possible?

有哪些要素应该尽可能地在您网站的每个页面出现?

Your Customers... • 您的客户

How is the company currently viewed?

贵公司目前被如何定位？

How do you think your customers view the company?

您认为您的客户目前如何看待贵公司？

How do you want your company to be viewed?

您希望贵公司被如何定位？

If different from above, how do you want your company to be perceived?

如果和前者不同, 您希望您的客户如何感知或理解贵公司？

Why do customers choose you?

客户为何选择贵公司？

In order of importance, what reasoning do your customers have for using you, price, quality, reputation etc.

请按照主次顺序, 列举出您的客户选择贵公司的原因. (价格, 质量, 名声等)

Your Company... • 关于贵公司

Company Image • 公司肖像

How should your company portray itself? Please put a mark or type 'x' beside an adjective that suits the company image. Please only mark one per row.

贵公司应该如何描述自己呢?请在以下符合贵公司的的形容词上画 'x': 一行只选一项.

Conservative (保守)	Neither (无)	Progressive (前进)
Cold (冷)	Neither (无)	Warm (暖)
Traditional (传统)	Neither (无)	Innovative (创新)
Fun (娱乐)	Neither (无)	Serious (严肃)
Masculine (男性)	Neither (无)	Feminine (女性)
Casual (休闲)	Neither (无)	Formal (正式)
Energetic (活力)	Neither (无)	Relaxed (放松)
Trendy (新潮)	Neither (无)	Classic (经典)
Spontaneous (自然)	Neither (无)	Orderly (有序)
Loud (响亮)	Neither (无)	Quiet (安静)
Solitary (孤独)	Neither (无)	Popular (人气)
Unique (独特)	Neither (无)	Familiar (熟悉)
Young (年轻)	Neither (无)	Old (阅历)
Fresh (新鲜)	Neither (无)	Established (稳固)

Corporate voice • 共同语调

What will the tone of your brand be? Please use any addition adjectives or those listed above to describe exactly how your company's character should be.

贵公司的气质是什么?请使用任何以上没有列举出的形容词,或是以上的词语来准确描述贵公司的个性.

What is your brand tagline? • 贵公司的标志性语言

What phrase represents what you stand for?

哪些词语代表了贵公司的愿景?

What makes you different? • 什么使您与众不同?

How does your company differentiate itself from competitors?

贵公司与同行相比,有哪些出众之处?

The Content... • 网站内容

Content Requirements • 内容需求

Will this site use existing content (artwork, copy, video etc) or new content? If new, will the company provide the content, or will you need it sourced?

这个网站将会使用新的内容(如艺术品, 影像等)还是已经存在的内容?如果是新的话, 贵公司是否会提供这些内容, 或是由 [FrozenHTML](#) 来提供?

What format is the content? • 内容的形式

Have you digital or hard copies of text, digital photo files or photographs for scanning
请提供给我们数码的内容形式. 如果是印刷品, 请您扫描.

Is your content finalised? • 您的内容是否已定稿

Have you completed, and approved final content for your website?

您是否已经完成并核准了您要提供给网站的相关内容?

Updates & Additions • 更新及其相关

Do you intend on keeping this website updated? If so, would you like to complete it yourself, or commission [FrozenHTML](#)?

您是否想要经常更新这个网站?如果是, 您愿意自己完成更新, 还是委托 [FrozenHTML](#)?

Marketing... • 营销

Campaigns & Strategy • 活动与战略

Have you any marketing strategy planned to promote this site (website logo, colors)? If yes, please describe.

您有没有任何计划好的营销战略来促销这个网站(网站商标, 颜色)? 如果是, 请您描述.

Additional Services • 附加需求

Do you require any additional services along with this website, such as logo design? If so please state.

除过这个网站以外, 您还有没有任何附加需求, 如图标设计? 如果有, 请您列举.

Administration & Final Details...

管理以及最后的细节

What is your target launch date?

网站的目标投入使用时间？

Please provide the required launch date, and any details regarding this deadline.

请提供需要的投入使用时间, 以及任何此最后期限的相关细节.

Domain registration • 域名注册

Is the proposed domain registered, or will it need registration?

提议的域名是否已经被注册, 或是它仍需要注册？

Hosting Services • 服务器服务

Does the proposed domain already have a hosting server? If not, would you like to commission [FrozenHTML](#) to rent one?

提议的域名是否已经有服务器? 如果没有, 您是否愿意委托 [FrozenHTML](#) 为您租赁？

Project Contacts • 项目联系人

Please list the company contacts for this project. Include names, titles, email addresses and phone numbers where appropriate.

请列举这项项目的相关联系人, 包括姓名, 职位, 邮箱地址以及电话号码.

Primary Contact • 主要联系人

Who has final say and sign off on proposed website. Please include relevant contact details.

谁是这项网页的最终定决者? 请提供相关的联系细节.

Additional Comments/Notes • 附加评论/注解

This is a general questionnaire, and may not sufficiently cover your proposed project, so if there is any extra information you wish to include, please add it here.

这是一个一般性的调查问卷, 可能无法全部覆盖到您的项目. 所以您如果想包含任何额外的信息, 请添加在这里.

Thanks!
非常感谢!