MindlinQ RFP Guide

The following questionnaire will help prepare your organization to write a full Request for Proposal.   It is important to answer as many questions as possible so we can better understand your vision and needs in building the Web site of your choice.   As we obtain and review your answers, it helps both our organizations to be focused and in clear communication of your requests.

In an advanced engineering situation, such as a large e-commerce or database solution, we ask that you budget for a "design document".   This is the blueprint that will finalize all engineering elements prior to actual programming, to ensure that the scope of work as you desire it is fully realized and communicated before we can outline project costs.

Company Name: _____

Primary Contact: _____

Email Address: _____

Telephone: _____

Marketing and Background Info

1. What is your organization's background? Define its primary functions and list the five most important points about your organization. Most importantly, list your key competitive differences or Unique Value Propositions.

2. Who is the audience of your Web site? List demographics (ages, gender, and geography), job titles, and psychographics – as much information as possible about the types of people who will buy your products or services. What do they expect to get from your site and others like it?

3. What is your organization's primary goal and how is progress towards that goal measured? (Ex: Sales of software, measured in units sold and average "shopping cart" dollar value.)

Cont.

4. What is the primary concern in creating or upgrading your Internet presence? Rank, if more than one:

   A. Visual Impact
   B. Technology
   C. Maintenance
   D. Cost
   E. Timeliness of Development
   F. E-commerce

5. What forms of marketing communication and advertising is your organization using currently?

6. How can your organization's current marketing tools be used to complement or draw traffic to your Web site?

7. What has been most effective and least effective in your organization's present marketing plan?

8. What can the Web site do to strengthen your current marketing campaign or procedures?

9. Who will be responsible for marketing and promotions of the site? Have you set aside a media budget for search engine and other advertising venues? Are there any restrictions on advertising in your industry?

10. Do you know of any other Web sites that complement your organization's goals and should be linked to or from your site?

11. List your organization's main competitors and their Web site URLs.

12. What are the strengths and weaknesses of your competitor's Web sites?

13. What non-competitive sites do you like, and why? This is important for us to learn, as it helps communicate visually what types of site design elements appeal to you.

Specifications

14. Do you have a specific deadline to meet? Indicate date/month/year, and reason for deadline.

15. Have you established a fixed budget for this project?

16. Have you anticipated this as one of several development phases? Can you define the long-term phases or goals?

17. Do you want Flash or Shockwave integrated with your design? If yes, would you prefer the Flash to be an intro, or an embedded element?   Is it a full product demonstration, or is it just an animation to add excitement? We'll want to "script" it with you before we can price it, so help us to understand the animation as you envision it.

18. If this is a large interactive community, database or E-Commerce project, have you created a detailed Technical Specifications document outlining the functionality and scope of the project?

19. If it is a small site/facelift with no database or other engineering applications, have you created a list of content you'd like to have included in the site as "buttons" or pages? We will need an approximate page count (and don't forget the Site Map, Privacy Policy, and Legal Notices page).

20. Who will update the site long-term? Do you need the entire site to be within a content management system, or only certain parts of it?

21. If you have "walked through" your envisioned site and all its functions in written format, please submit this to MindlinQ as part of your RFP.

22. Do you need assistance in mapping out the site and determining the appropriate level of functionality? If so, please specify how much help you will need.

Finally

After you've exhausted yourself filling out the above questionnaire and are ready for the next step, fax it to us at (949) 789-0356!Better yet, email us the whole document – send it to *info@MindlinQ.com*-- and we'll call you for an initial brainstorm. (Make sure you give us your full contact information, please.)