4. Goals
What are your goals for this particular project(s)?
- Make it easier for the initial visitor to the TechniCon site to quickly understand TechniCon's products and their benefit to the visitor
- Appeal to C-level executives who need information presented in easy-to-digest chunks (boom, boom, boom)
- Introduce the concept of PIM (project information management) aimed at the CIO level.
- Provide a search function that lets a visitor define the business requirements they want to solve and returns links to all relevant pages on the site
- Establish TechniCon as a innovative company that understands good design
- Continue to provide in-depth product information to those users who want to spend time on the site (IT managers)
- Continue to return high Google search results placement for TechniCon's key search terms (e.g. product configurator, catalog management)

5. Launch
Do you have a launch date in mind? As soon as possible – early 2007
Is the launch tied to a particular event? No

6. Web sites
Is the site brochureware (business to business) or E-commerce (business to consumer)?
B2B

Will the site require dynamic content?
The current site is static. We anticipate the new site will have some dynamic content.

Will the site require a search engine?
Yes. Verity is used on the current site and will be used on the new site.

Will the site require any forms or email functionality?
There is currently a form for scheduling an online seminar. No additional forms or email capability are currently anticipated.

Do you know what sections will be included?
The current site map is broken into 8 sections: Custom Solutions, Products, Solutions, Services, Customers, Company, Partners and Technology. The new site is expected to have similar sections.

Do you know the approximate number of pages?
There are 25 pages directly accessed off menu on the current Web site. In total, there are about 130 pages on the site, 28 of which are press releases and 32 of which are glossary pages. Glossary pages exist for SEO purposes primarily. The number of anticipated new pages for the site is probably under 10.

Will there be secure areas of the site?
There may eventually be customer areas that will require a login, but that is not an initial requirement. There is no requirement for SSL or other types of secure pages.

7. Budget
Do you have a budget for the project(s)?
Do you have a "not to exceed" figure?
These will depend on your proposal.

8. Website references
Please list at least 2 websites that you admire in your industry. What in particular do you admire about them? Overall look & feel? Content? UI (User Interface)?
There are no sites that we admire among direct competitors. Some sites work better than others:
http://www.bigmachines.com/ - easy access to internal pages of interest from the home page; "Complete Solutions" navigation provides a guided path through the site; links to customer spotlights and demos from products/solutions pages

Other direct competitors include:
http://www.configsc.com/
http://www.configureone.com