

## Questionnaire Introduction:

Collins Brook Group, LLC uses the information you provide in this questionnaire to develop or update your existing website. It is not critical to answer each question, however, we encourage you to think through these as part of your own business assessment. We treat this information as confidential to you and will use reasonable security measures to protect your data. You are under no obligation to complete this questionnaire or any specific. If you prefer not to complete this questionnaire, we will use the appropriate questions as the basis of a discussion with you to develop a professional website for your business. If you have any questions or concerns, please contact us via email at [tom@collinsbrookgroup.com](mailto:tom@collinsbrookgroup.com) or by calling us at [832-326-9519](tel:832-326-9519).

## 1 Company Information:

- 1.1 Company name, your website and the current/intended web address?
- 1.2 Describe your company and the concept, product or service your site will provide.
- 1.3 Who are the main contacts for this project? Who has final approval?

## 2 Your Objectives

- 2.1 What are your main reasons for commissioning a new website?
- 2.2 List the business objectives for your website in order of importance.  
(e.g. improve sales, increase customer satisfaction, reduce time searching for information etc.)

- 2.3 How will you know if the site is a success?  
(e.g. 20% increase in sales, 70% of surveyed users expressing satisfaction, 30% reduction in time spent searching for info, etc.)

### 3 Current Site

- 3.1 What aspects of your current site work well and why are they successful?
- 3.2 What aspects of your current site are unsuccessful and why do you think that is?
- 3.3 What is the current usage of the site (average monthly traffic; include any traffic data you might have)?

### 4 Customers

- 4.1 Customer Segments: Describe the different types of customers that you market to in as much detail as possible.  
(e.g. companies, departments/organizations, purchase influencers, purchase decision makers)
- For each customer segment describe:
    - Number of potential customers in the segment
    - Typical Customer size (annual revenue, beds, # procedures, etc.)
    - Decision makers
    - Influencers
    - Purchasing process (RFP, PO's, etc.)
    - Discounts you offer to them
    - Potential margin (Hi, Med., Low)
    - Information requirements
- 4.2 Describe the geographies that you market in.
- 4.3 How do you think your audience currently perceives your company?



4.4 Why will people use the site?

(e.g. to find technical specs, learn about your services, compare you to a competitor, order products, etc.)

4.5 Why will people choose your business over others?

(What's your value proposition by customer segment)

## 5 Products

- 5.1 Describe the products that you offer and how they are segmented.
- 5.2 Describe any accessories, supplies or aftermarket offerings by product.
- 5.3 Describe how warranty and services are delivered for each product segment.
- 5.4 Please provide us with any product brochures and literature that you have for all your products.

## 6 Content and Design

- 6.1 Describe how you would like users to perceive the new site.  
*(e.g. modern, professional, friendly, edgy, fun etc.)*
- 6.2 Please list the websites of competitors and organizations in a related field. What works? What doesn't?
- 6.3 List websites you like the visual design of and explain why.
- 6.4 Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user?  
*(e.g. provide recommendations to help users find related items and promote up-selling)*
- 6.5 Who will manage your content on an ongoing basis?
  - Multiple authors?
  - Do you need to establish approvals and reviews before content goes live?

6.6 Do you need to update your customers when content changes on your site?

- How often does this important content change?
- Who needs to know about?

6.7 Do your suppliers have any specific web content requirements?  
(Content reviews, use of logos, links, images, etc.)

## 7 eCommerce Questions (Complete section this only if you're planning eCommerce capabilities on your site)

7.1 How many specific part numbers do you have?

7.2 How many customers do you have that purchase online?

7.3 How many orders do you receive daily and what's the average number of line items per order? Is there any seasonality, if so please describe?

7.4 How do you compute discounts for customers? How many different types of customers are there?

7.5 Describe any special customer specific pricing?

7.6 How often do you modify pricing and discounts?

7.7 Do you offer any specials or onetime discounts? If so, describe.

7.8 Do you offer volume purchase discounts for individual products, if so how are they sold (e.g. as bundles or individual items with discounts applied based on line-item quantity)?

- 7.9 How are shipping costs computed?
- 7.10 How are payments handled and what payment types do you accept online?
- 7.11 Are payments required before shipping or are invoices issued? If invoices are issued, do you accept payments online, too?
- 7.12 How do you handle returns and what requirements, if any, will be needed in the online system for returns?
- 7.13 How do you tie your online order system to your accounting systems today? Please include any reports that you receive today from your online order system.
- 7.14 How many locations do you sell from? Do you stock in all locations?