



NO WORRIES
with



EVERYTHING WEB PERTH
The best online marketers



australian web industry association



*The winning web team
you can rely on and trust!*

CLIENT QUESTIONNAIRE FOR ONLINE SHOP

Completing this document will help me understand your project requirements. It will also serve as a website planner to walk you through the process of articulating your needs. Please just skip any questions that you don't feel are relevant to this project.

About You

Name:
Title:
Organization:
Email:
Phone:
Billing address:

Your Business Name

Your business type: Sole Trader - Partner - Corporation

Your Contact name

What is the age range of your customers? Up to 18 - 18-30 - 30-55 - 55+

Tell us about your products and services?

Main contact number:

If you already have a website, what is the address (url):

Do you have any current branding, logos or advertising material that has to be taken into consideration e.g. Colours, designs, logos etc)

Note: Any such material needs to be sent to us in electronic format



Accepting Payments Online

Will you be accepting payments by credit card?
Please name which cards.

Will you be using PayPal to collect payment?

If so, Do you have a PayPal Business Account?

If so, what is your PayPal email address for the account?

Will you be using any other payment gateways?
*like eWay or SecurePay etc..

Will you be connecting directly to your bank account?
If so, which bank?
What is your Merchant ID?

Delivery of your products

Who will you be using to deliver your orders?
Example: Australia Post, DHL, Fastway Couriers etc..

How are you calculating freight?
Example: Flat rate, Zone rates, integration with API etc..

Will you be charging a handling fee?
If so, how much?



Shopping Cart

Will your prices be INC or EX GST?

Do you want to show product image in the shopping cart?

Will you be offering Insurance option to protect your delivery?

Will you be offering discounts?

What discount rules will you be using?

Example: Spend \$200 get 10% off

Will your customers be forced to create an account with you before purchase?

If you are making customers create an account, what features do you want in the members area?

Will you be doing Email Marketing?

What Auto-Responder will you be using?

Example: Mail Chimp, Constant Contact, Get Response, Awebber etc..

Any special features you require in the shopping cart during checkout?