



**C O'Malley & Associates LLC
Restaurant Web Design Worksheet**

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A Restaurant/Catering site requires slightly different focus than other business sites. The following worksheet is to clarify your needs, desires and goals with regard to your Web site design. Don't worry if you can't fill it out completely - just leave what you aren't sure about or doesn't apply blank. Please include (or send by email) your content, photos, and anything you would like included in the website. If this form is used for an estimate, please understand some items may be more time consuming to create than others, and to give you an accurate estimate of what it will cost, we need to know what you will be sending us.

Do you need a redesign or a new Web site?

- Redesign, current site. URL:
- New Web site
- Have us take over Maintenance/Updates for your current site (you must have or obtain license to the site)

Is this a brand new company/business or partnership? Yes No

What audience(s) are you targeting?

What is the purpose of your site?

- Bring in New Clients/Customers
- Feature your culinary expertise or ethnic style
- Educational, Training or Instructional
- Support repeat Customers (Clubs, Special offers)
- Informational (Coupons, Menus, Nutritional info)
- Starting Internet Presence
- Catering/Party Planning Sales
- Other, Please Explain:

If you have an existing site, how long has it been online?

Your Establishment:

Majority of your events are: Individuals Group Events Weddings Private Parties Corporate Events
 Luncheons Fundraiser/Benefits _____

How would you describe your venue: Banquet Hall Hotel or Resort Country Club Golf Course
 Restaurant Mansion/Unique Location Outdoor facility Catering only _____

What kind of food services do you offer? Hors d'Oeuvres Buffet Sit-Down Bartending Food Stations
 Weddings/Parties

What is your seating capacity? Do you allow smoking?

Do you provide entertainment? Karaoke Live band DJ Children's Comedy _____

Do you provide bartending services? Cash bar Table service Wine Services

If Golf club, will you want to include information about the course and facilities? Yes No

Do you refer your guests to specific overnight accommodations? Yes No Who?

Do you currently market your restaurant online? Yes No

Other services offered? Birthday Cake Event Planning Décor Gift Baskets CarryOut Menu

Do you have existing material for your product/idea in the form of brochures, pamphlets, CDs, video, flyers, etc? If yes please explain

Will you want us to submit to restaurant review sites (extra charges may apply)? Yes No

Will you be selling items with your logo on them (i.e. t-shirts, mugs) Yes No How many items?

Restaurant Theme (check all that apply):

- Restaurant Style
- Dinner & Dining Lunch
- Breakfast
- Pub Style
- Family Style
- Bar
- Sports Bar
- Buffet
- All-you-can-eat
- Gourmet/Sushi
- Sweets

- Cafe
- Catering
- Seafood, Fish
- American Food
- Ethnic Foods
- Theme (example: 50's, Racecars, French)
- Urban Upscale
- Nightclub
- Country & Western
- Other (describe below)
- Coffees
- Bakery

Restaurant Style?

Please describe the look you are going for here:

Expected Clientele :

Do you have a liquor license? Yes No Do you have Valet parking? Yes No

What meals do you server? Breakfast Lunch Dinner Afterhours Hours Open?

Days Open M T W TH F S S Do you want your menu online? Yes No

Do you have a mailing list? Yes No Do you accept/use coupons? Yes No

Catering? Yes No Corporate Drop Off Weddings Personal Chefs Mobile LongTerm

If you have more than one location (or are a franchise), need a specific identity for this location?

Check off information you want to include below:

- Home (everyone has at the very least one page)
- Menus
- Dietary Information
- Entertainment
- Special Events
- Directions
- Coupons
- Group Rates, Bookings
- Specifics (Liquor license, Happy Hour)
- Affiliations
- Club (membership with special offers, rates, etc.)
- Contact Us - forms and contact information
- Catering
- Forms/Contracts/Downloadable Materials
- Mailing List
- News

- Links Area (for exchanging links with other similar sites)
- Press Releases
- Contests
- VIP Section (with password protected log-in)
- Mailing List Sign Up
- Gift Cards
- Employment
- Franchise Info
- Other - Explain:

Many Restaurants & Catering services use Flash in their websites because it is very stylish and contemporary. Will you require this? Yes No If yes, about how many pages will use Flash?

Booking Software Needed?

Would you like to have our email software installed on your site so you can manage your own mailing lists?

Yes No

Will you require booking software installed on your site (such as for reservations)?

Yes No

Will you be selling items related to your establishment (T-shirts, mugs, gift certificates, etc.) on your website?

Yes No

Additional Features you may be interested in using on your site:

- I-Frame content (include content from other sites in your site)
- Pop-up windows
- Weblog (a blog is a way to keep content fresh easily)
- Login/Password protected areas
- RSS Feed (broadcast information to worldwide feeds for distribution)
- Web cams (real time video)
- Photo galleries
- Flash masthead, banner or splash page
- Flash Pages (this is the ONLY way you can really protect your photographs and images from theft)
- Privacy statement (should be included in all websites per the law)
- Masked photos (decorative element added to photos to make them stand out – such as a soft fade effect or cutout effect)

Database and Interactivity

If your project requires any interactivity that will need a back end database, please describe your needs specifically as possible below. Examples of database functionality are log in areas where users can populate information and record storage/manipulation/retrieval.

Explain the type of functionality you'll need. Be as detailed as possible

Images & Photos

Approximately how many photos will be included?

How will these photos be supplied? (e-mailed, photographs that need scanning, on CD?)

Do you have a logo? Yes No Will you want us to create one? Yes No

My budgeting priorities are: (choose ONLY 2) Good Fast Cheap

Please select the budget you had in mind for designing your web site? (we ask because it helps us prioritize your website needs so that we can concentrate on the features most important to you first)

- <\$700
- \$700-\$1000
- \$1000-2500
- \$2500-5000
- \$5000-10,000
- >\$10,000

Will you want to market your web site as a business? Yes No or Community service Yes No

Will you need us to update your site periodically? Yes No, I know HTML and can do it myself I'd like an easy way to do updates myself such as a CMS (content management system)

How technically savvy are you? beginner comfortable with email & internet very savvy with most programs

What "style" do you want to portray? (all that apply)

- | | | | |
|---------------------------------------|-------------------------------------------------------|-----------------------------------------------------|---------------------------------------|
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Plain | <input type="checkbox"/> Whimsical | <input type="checkbox"/> Bright & Fun |
| <input type="checkbox"/> Stylish | <input type="checkbox"/> Pastels | <input type="checkbox"/> Conservative | <input type="checkbox"/> Geometric |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Serious | <input type="checkbox"/> Colorful | <input type="checkbox"/> Soft/muted |
| <input type="checkbox"/> Children's | <input type="checkbox"/> Clean & Simple | <input type="checkbox"/> Respectful | <input type="checkbox"/> Retro |
| <input type="checkbox"/> Hi-Tech | <input type="checkbox"/> Offbeat-unusual | <input type="checkbox"/> Monochromatic (1 color) | <input type="checkbox"/> Not Sure |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Flashy w/Movement | <input type="checkbox"/> Like others in my industry | <input type="checkbox"/> Other |
| | <input type="checkbox"/> Themed with buttons/graphics | <input type="checkbox"/> Artsy/Innovative | |

Please describe

Please list some Website URL's you like:	Please list some Website URL's you DO NOT LIKE
------------------------------------------	------------------------------------------------

Where do you want the navigation (side, top, bottom)?

Do you prefer a "busy" site with lots of information and links packed on the page, or a simple site with a clean look?

Busy Simple

Do you have color preferences?

Do you want a search box? Yes No Will you want statistics? Yes No

What would you like the statistics track? (Stats cannot tell you the name or email of visitors unless you specifically ask for and are granted that information – typical is screen resolution, operating system, IP address, country of origin)?

Content

We will need your text and photos to provide content to the pages. Please send finished, proofread copy, preferably in digital format (in email, word or plain text files on CD, Zip or email). Written content is important for search engines to find your site. Please provide content clearly labeled as to which page you'd like the information placed on.

Will you need copywriting assistance?

Yes No

I would like Custom error Pages (instead of getting a generic 404 Page Not Found, you will get one that redirects visitors back to your site (if hosting compatible). These can be even quite fun reflecting the personality of the site owner though their function is to keep you on the site even if a page moves.

Hosting, Domain & Email Services

We recommend to our clients web hosting services tailored to their specific needs and can assist with finding and setting up hosting. We recommend hosting on your local dial-up ISP or FREE hosted sites ONLY if your page is very simple and basic since they are usually not well-prepared to meet specialized business site hosting needs. We can recommend a Web host service for you in your price range.

If you are likely to need a lot of storage and bandwidth due to a lot of images, we can recommend hosts that give you lots of space at a reasonable cost. If you would like some suggestions for hosting providers, check out our site at www.c-omalley.com/hosting-domains.htm and click on the various links to compare hosting providers. We also provide hosting with 24/7 phone support and 99.9% guaranteed uptime. Your hosting and domain are not included in your web design costs; they are an ongoing yearly charge. If your requirements are related to bandwidth, you may require a virtual dedicated server so your increased bandwidth doesn't impact others on the host machine. This can be fairly expensive, but is the best solution if you have huge mailing lists that go out often.

Have you purchased a domain name? Yes No

If not, would you like us to obtain one for you? Yes No

Preferred domain extension: (www.yourname.ORG) .org .com .net .info .biz Country of origin (.ca = Canada for example) .name .sr (Seniors) .us (USA) .ws (website) .md (healthcare) .cd (music industry) .cc (similar to com) .am (radio station) Note: domains other than .com/.net/.org are usually more expensive to purchase. If a domain is taken, it may still be available on a secondary market at additional cost. Should we pursue this if your first domain choice is not available?

Yes No

Do you currently have hosting or know where you would like the site hosted? Yes No

Would you like us to recommend hosting? Yes No

About how much are you willing to spend per month?

How much traffic do you expect per day? 1-10 visitors 10-100 visitors More than 100 visitors

Do you have any ideas regarding your need for bandwidth? Storage space?

Any features that are important to you? (speed, downtime, telephone tech support, spam control, specific programs, etc.)?

Will you want email accounts with your domain names? Yes No If so, how many?

Will you want autoresponders on those email accounts? Yes No Spam filters? Yes No

Will you want those accounts to feed into your current email account, or be "POP" mail – set up in your mail program or online access? Forward to current email POP Mail Online Access or Webmail

We will require a Credit card to obtain a domain name or hosting for you. Credit Card information cannot be sent through email, it must be provided over the phone or by postal mail (email is NOT secure).

Scripting & Interactive Software Features

- Informational articles to download (PDF or HTML) How many?
- Events Bulletin Board
- Events Calendar
- Community Chat Room
- Counter/Traffic Meter
- Files for Download
- Guestbook
- Web Cast
- Media Streaming
- Password Protected Area
- Image Rollovers (change look, position or color when clicked on)
- Video/Audio Streaming
- Virtual Tours
- Mailing List Software
- CMS (content management system)
- Search Site
- Form Validation
- CAPTCHA (discourages spambots from filling out bogus forms)
- Scrollers & Sliders for images
- Ecommerce
- Find Nearest Location
- ASP, PHP, Perl and other programming for custom applications
- eFriend Scripts (dating, community)
- Search by Zipcode
- Education (create online courses)
- Wiki (collaboration tool)
- Blogs (personal publishing tool)

- Community Software with login
- Classified Ads
- Customer Relation software
- Discussion Boards
- Billing Software
- Auctions
- Email Newsletter
- Booking Software
- Interactive Maps & Directions
- Helpdesk
- Journal
- Live Help
- Polls/Surveys
- Classified Advertising
- Banner Rotator
- Photo Albums
- Cost estimation script
- FAQs Generator
- Image Galleries
- Project Management
- Scheduling
- Industry Specific

Other - Explain:

Paypal Donation, Subscription, Shopping Cart or Payment Link

To accept credit cards through Paypal you will need a Verified Business Paypal account or be willing to set one up. Email address and Paypal log-in information is required to provide a working link that will pay into your Paypal account.

Do you have a Paypal account in place? Yes No

Will you be taking payment online through Paypal or another source?

Paypal Other Payment Source Will not be taking payments online

Type of link: Donation Product Purchase Donation Subscription

Will you require a shopping cart? Yes No Number of products?

With the Paypal shopping cart you can use up to 2 custom fields used for all items. (ie: color, size)

1. 2.

Simple Ecommerce Site (Paypal or no shopping cart) No more than 5-10 items

Will you want to take credit cards apart from Paypal? Yes No

Do you have a payment provider in mind? Yes No

What Features will you need in your shopping cart?

About how many products and what types of products will you sell?

Will they be unique, one of a kind items or will you have many of the same thing?

Will you need additional criteria such as size, framed, unframed, color for each item? (If so, what) Yes No

Will your items need categorizing (tshirts, sweats, patches) Yes No

We will need prices and descriptions for each item.

Will you want other features in your shopping cart such as coupons, sale items, "most popular" items featured?

What features will you need? Yes No Which features?

Will you want mailing list capability (this may or may not be included in a shopping cart)? Yes No

Response Forms

Sometimes you might want interested persons to contact you. A reply-type form uses different kinds of programming. We can add a response form to one of your pages. This is done from the server with PHP, CDO or CDONTS. Which you can use is dependent upon the server's capability. **Note:** You can set up sites that use the response form as an order form, but it will not include a secure server and secure order pick-up, so you cannot take credit card or any sensitive information in this way. This may be fine for requesting literature, information, etc. We charge extra to set up a secure ordering system.

I would like a form: Yes No

Email to submit to: (email address)

Form's fields (check all you want): Name Address Country Phone Email Comments Other Fields?

Page to put form on:

Popular small script features:

- | | |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> News feeds | <input type="checkbox"/> Small feedback form |
| <input type="checkbox"/> RSS | <input type="checkbox"/> PNG replacer (for PNG images) <input type="checkbox"/> No Right Click |
| <input type="checkbox"/> Printer friendly pages | <input type="checkbox"/> Colored scrollbars in IE5 only |
| <input type="checkbox"/> PDF pages | <input type="checkbox"/> Static background in IE only |
| <input type="checkbox"/> Scroll boxes | <input type="checkbox"/> Marquee |
| <input type="checkbox"/> Popup Windows | <input type="checkbox"/> Counter |
| <input type="checkbox"/> Links to other sites' databases | <input type="checkbox"/> No Right Click (makes it more difficult to steal images) |
| <input type="checkbox"/> Page redirect | <input type="checkbox"/> Sound files (auto play) <input type="checkbox"/> MP3 <input type="checkbox"/> Midi <input type="checkbox"/> WAV <input type="checkbox"/> MPEG |
| <input type="checkbox"/> Watermark background | Video (you MUST be the copyright owner to use MP3's on your site) |
| <input type="checkbox"/> Hide email from spammers | <input type="checkbox"/> Browser detection & redirect |
| <input type="checkbox"/> No explorer Image bar | <input type="checkbox"/> Java applet (ie: shimmering lake) |
| <input type="checkbox"/> Static Map | <input type="checkbox"/> Translation link |
| <input type="checkbox"/> Bookmarks | <input type="checkbox"/> Text Rollovers (text changes color on click) |
| <input type="checkbox"/> Copyright | <input type="checkbox"/> Something else? <input type="text"/> |

Flash & Splash I would like to include:

- Flash Movies
- Flash Splash Pages
- Flash Banners
- Flash Games or Interactives
- Onsite People (*people that appear to be alive on your screen talking to you*)
- Disjointed rollovers (*mouse over a picture, and the text changes is an example*)

Please describe what you need:

Alternative Advertising

Would you be interested in printed materials to match your website? Yes No

Your website on CD as a promotional tool or backup? Yes No Promotional tool Backup

Search Engine Optimization services? Yes No

Copyright

Do you have copyright or license to your current site? Copyright License Don't know Neither

Maintenance

Website creation does not include future updates. If you are interested in a maintenance package, let us know. We have several inexpensive packages (as well as pay-as-you-go updating) available that can keep your website fresh, interesting and up to date. Many clients will occasionally add a page now and then as their business grows so that their web presence keeps pace with their brick-and-mortar business. Will you be interested in maintenance services? (we give a price break for signing up for 1 year of maintenance services – standard pay-as-you go services are at our regular rate).

I think I would like a maintenance package and would like to talk to you about what is available?

Yes No

Is there anything else you'd like us to know, want to add or would like to include that we haven't covered above? Please describe what you desire:

Your Contact information:

Name

Business/Org: Phone

Address:

Email

When will you be ready to get started? Expect completion?

This form outlines our plans for our website. On behalf of _____ I have authority to approve the above plan. I authorize C O'Malley & Associates Web Design LLC to use this information as the basis of the project in accordance with the Web Site Development Agreement.

Signature _____ Date _____

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