**Interactive IQ – Web Project Diagnostic**

**Company Name:**

**Main Contact:  
 *(person who signs the checks)***

**Focus Area:**  
***(Web design/development, Business Collateral / Identity, Social Media / Interactive Marketing)***

**Approximate Budget:**   
***(\*\*\* Important if you are on a tight budget let’s get the facts and see what we can do to help reach your goals)***

**Approximate Turn-around:  
*(\*\*\* Important – Immediately, in a month, in more than a month, just gathering information)***

**Date:**

**Prepared By:   
Title**:

**Return to:** Subject Line (Interactive IQ “Company Name” Date) Raquel Elle Bell CEO  
E-mail: [Raquel@23-degrees.com](mailto:Raquel@23-degrees.com)

**Overview   
Interactive IQ**

Welcome Potential Partner:

We realize that your time is very valuable, thank you for taking the time and making a commitment to starting your project on the right foot. While most of us loathe filling out paperwork we’ve tried to keep it simple. Most if not all of our clients who have participated in the Interactive IQ find it very helpful in understanding what will be needed for the project and what they can expect moving forward.

Keep in mind we are not looking for you to produce the next best-selling novel. Answer what you can and if you have any questions please contact us.

Warmest regards,

Raquel L. Bell

President/CEO

**Current Conditions**

**If you currently have a Web site what does it do well and which areas does it fall short?  
*(please provide the URL.)***

**If you could describe how you would like your company to look what would it be?  
*(Modern Clean Lines lots of white space. Textured and warm, eclectic retro modern mix – 23D has two styles modern retro industrial and technology chic’ )***

**Give us a few URL’s of Web sites you like. Try to describe what it is that you like about them.  
*(Please do not give us your competitors Web sites – Be a leader not a follower! )***

**Background**  
**Company Name:**  
**Industry:  
Company Size:  
*(This helps us determine the cross-functional needs of the application or solutions we will propose)***

**Years in Business:**

**Company Vision:  
*(The overall accomplishments you see your company achieving)***

**Company Mission:  
*(What expertise you will utilize to fulfill your vision)***

**Company Short & Long Term Goals:  
*(Milestones you will need to reach to ensure you are on track with your vision)***

***(Why do we need this information: In short understanding how you see your company, what you are working with, how long you have been doing it and what goals you have set will allow us to align your interactive strategy with these factors)***

**Step 1 - Strategy**   
**What does your company do?  
 *(What are the types of products or services you offer)***

**What do you think your company does best?  
*(What is the most important thing about your company that your clientele must know. What makes your company stand out above your competitors)***

**Who is your customer and what do they expect?   
 *(What do they look like, age, sex, level of affluence. What are their expectations of your type of company?)***

**What/Who influences your customer to buy your product or service?  
*(Example: Word of Mouth, Traditional Advertising, Colleague or trusted source, Social Media or professional social networking)***

**How do you measure the success of your product or service?  
*(This can be in terms of higher sales, increased customer satisfaction, leads, new connections)***

**Step 2 - Branding**   
**Can you easily and clearly articulate what your business does and what it does best?  
*(This is usually what is called a 30 second commercial or elevator speech and should expand across all materials, web site, etc.)***

**Do you have a professionally designed brand identity that portrays the quality or value your company offers?  
*(Brand Identity includes logo, business cards, letterhead, leave-behinds, sales sheets or other physical materials that help facilitate the business process)***

**What are your company colors and do you currently have set standards for how your brand is portrayed?**

**Out of the aforementioned materials…Do you have enough content to build a Web site?  
*(text, images, business materials etc.)***

**If yes, is it ready to go or do you require help?  
*(Photography, illustrations, formatting images, reviewing, editing, or writing copy, etc.)***

**Step 3 - Technology**

**How many different types of products or services do you offer?  
*(This will help us gauge the size of your Web application and what technology may be needed for sales & marketing purposes)***

**How often does product or service information need to be changed?  
*(Do you often have new product or service updates?)***

**Will you be selling anything online or taking payments?  
*(Taking personal and payment information over the web will require a payment gateway, a merchant account/PayPal and SSL)***

**Do you require a secure area for intellectual property or Client/Member access?  
*(These are password protected areas of your Web site with client/member administration capabilities)***

**Will you require hosting and email services or prefer to host on your own?  
*(23 Degrees applications require specific requirements to run. If hosting on your own you will be responsible for the upkeep and maintenance)***

**How do you currently interact with your clientele?**

**Step 4 - Marketing**

**How do you currently market your product or services?  
*(none, social media, traditional advertising, commercials, seminars, referral programs, Word of Mouth, etc.)***

**What are your plans for marketing your new solution?**

**Do you currently utilize social media or other types of online promotion services?**

**How will your current marketing initiatives integrate with the new solution?**

**How important is search engine ranking and how you are found in search results?**

**On a scale of 1 – 10 rate your interactive marketing abilities.  
*(If you are a larger company with a marketing department or have a dedicated marketing person give us an idea of their interactive marketing expertise. This will help us determine how to provide information)***

**Step 5 – Measurement**

**What is the purpose of your new Web site?  
*(Drive sales, make a name for my company, facilitate client requests, become industry leader, innovation, new technology etc.)***

**How do you envision it helping your company?**

**What are your expectations for this project and how do you prefer we work with you?  
*(I am hands on and need to be a big part, I have little time and just need you to make it happen, I am very visual I find it easier to make decisions after I have seen some work produced. I am decisive but need multiple options to make a decision, I change my mind a lot)***

**In what terms will you measure this project and your solution a success?**