

Merlin Media, Inc.

Web Site Project Specification Requirements Template

The following information is generally required in order to create a viable bid on a web site project. Please understand that some of this information may not be applicable to your specific project. We ask that you provide enough information about your project to allow us to make educated estimates as to the amount of time and the level of work involved. This helps you by allowing us to generate a solid bid based on your known requirements, and allows us to anticipate our workload.

We understand that certain specifications may not be fully known prior to the start of a project, and that certain capabilities and specifications may change during the early course of a project. In such cases, a “best guess estimate” is appropriate.

Our bidding process allows for some level of flexibility to absorb small changes during the early stages of most projects. However, it should be understood that major changes—including changes in project scope, drastic changes in the content and amount thereof, delays in the supply of content, and shortening of development and delivery timelines—once a project has begun may result in additional costs.

Below are the basic categories and subcategories of information we use when developing a project outline and bid. Wherever possible, please provide a **detailed description**, rather than a simple check-mark or Yes/No, this will assist us in better understanding your project needs. Feel free to attach drawings or additional pages.

SPECIFICATIONS

- Your Company Name: _____
Mailing Address: _____
Contact Individual’s Name: _____
Phone # for the Contact: _____
Fax # for the Contact: _____
Email Address for Contact: _____

- Is this development for a **new** web site or for **changes** to an existing site?

If changes, what is the address (URL) of the current site? http:// _____

- Is this to be a _____ **business** site or a _____ **personal** site?

- Where is/will this site be hosted (maintained)? Your location, or an outside service provider?

If for an **existing** site, who is your webmaster (name, email, phone #)

- What is your company doing or will your company do to promote this site and to ensure that it accomplishes the above requirement?

- What are the main “messages” you believe must be presented?

- Do you currently know what major sections will comprise this site? If so, please list as many as you know (eg: Contact Us, Investor Relations, About the Company, Products/Services, Employment Opportunities, etc.)

- On what type of server does or will your host provider serve your site? (if applicable)

UNIX
 Linux
 Macintosh
 NT (version #) _____

- If for a **new** site, do you wish to have us locate an appropriate service provider?

- In order to provide the most consistent functionality, taking advantage of appropriate new web features, while maintaining compatibility with your projected audience, we need to develop your site to fully function to a minimum system and a minimum browser configuration.

To what specifications should we design this site? It should work on... (check all that apply)

Macintosh Windows PC Other (_____)

56K modem DSL/Cable T1 or Broadband

1024x768 screen 800x600 screen Other (_____)

256 color capability Thousands color capability Millions color capability

What is the minimum browser capability to which this site must be compatible?

Netscape Navigator 4.7.x Netscape 6 Netscape 7x Opera 6

Internet Explorer 5 Internet Explorer 5.5 Internet Explorer 6x

Firefox (version) _____

Other (Please detail: _____)

- NOTE: Internet Explorer and Netscape Navigator versions older than 5.0 (any 3.x or 4.x) are not compatible with most modern web (CSS, DHTML, XHTML) standards. Requests for compliance with these browsers will greatly limit the scope and functionality that can be placed on your web site.
- As you understand your audience, are they likely to have—or be willing to download and install—any of the recent plug-ins for such functionality as QuickTime movies, Adobe Acrobat documents, Java applets, Flash animation, etc? Use of the above can greatly assist in getting your message across, but requires availability on the user's systems. Newer browsers have many of these as standard install features while older browsers may require a brief download and install to take place. (Please call us if you have questions regarding this at 408-299-0880)
- Does this site need to feature a secured area (password protected to limit access)?

What types of information will be available in the secured area?

- Does this site need to offer e-commerce capabilities?
- If YES, please describe how you want the e-commerce to function?

- If e-commerce is to be offered, how many different product categories and different items will this site support when it goes live?

How many might it grow/change to within the first 3-6 months of use?

How many might it grow/change to within the first 6-12 months of use?

- If e-commerce, do you have a current credit card authorization company or merchant bank? Do they offer web commerce support? Who are they?

- Does this site need to include a Search Engine? What type of searchability do you anticipate?

____ Search and query from a database?

- What level of query will be necessary? (Please detail on a separate sheet)

- Will database be provided or will we need to build it?

____ Simple word/phrase search capability

____ Other (describe please)

- If you anticipate the need for a database, please describe how the database will be used to support site functionality.

- Does this site need to offer discussion group capabilities? To what anticipated level?

- Do you require any special reply, information request, or order forms in this site? If YES, how many different forms, and what would be the basic intent and content of each?

- How will you want the collected data from the form(s) to be utilized? Input to a database (does this already exist / in what application?)... should data be sent as an email to you or someone in your company...some other format or use of the data?

- Do you foresee the need for custom code (to create specific web ‘applications’ other than forms) to support the functionality of this site (Java Script, custom CGIs, PERL, etc.)? Can you describe?

- What is the scope of the involvement intended for our company (check those which apply):

- Develop the entire project (design, graphics, content, programming, etc.)
- Design/create the interface only for use with your supplied graphics and text
- Redesign your existing site but use current materials (graphics redesign)
- Redesign your existing site and add new functionality/materials
- Create new materials (text or graphics) for use in an existing site architecture
- Process and use your materials for use in an existing site
- Perform a site design study prior to start of development
If so, to what level?

Other work

- What is the development timeline; when would you be ready to start (including the date when will your materials be available) and when is the completed project due?

START ON: _____

COMPLETE BY: _____

- Is there a date or special event that will drive the “opening” date for this site? If so, what is that date or event?
- Does this project need to be developed in multiple languages for foreign markets? If so, which ones?
- Do you have a company “look” (available art, logo, special colors. etc.) that you want to use, or do you wish to have a new “look” designed for this site?
- Please describe the basic User Interface look you desire (or include URLs of sites you would like us to see as good examples of what you like or dislike).
- If you wish to have Merlin Media design a new look for the site, please describe what you would like to see, what PMS colors your company uses, what you DON’T want to see, etc.
- What is the basic content anticipated. **Indicate how much of each type, please:**
 - Text (# of physical pages...what format(s)?)
 - Still photographs (# and format(s))
 - Computer graphics (Existing... do you want us to design/create them?)
 - FLASH or Shockwave animations (number and length)
 - Video clips (how many...how much total time...what tape format?)
 - Audio clips (how many minutes...who writes script...male or female voice...professional talent or company employee/executive?)
 - Other (describe)

- What are the types of written content to be included in this site? Please estimate how much of each type.
 - Letters/documents _____
 - Marketing reports _____
 - Product spec sheets _____
 - Press releases _____
 - Contact information _____
 - Software for downloading _____
 - Other (specify please) _____

- Will all your materials need to be accessed and read directly from the web pages, or will some of your materials be processed so they may be downloaded for later viewing and use (as PDF files)?

- What graphic and text materials can be provided for use “as-is” by you, and what new materials will need to be created by Merlin Media?

- When will all your “provided” content be available?

- Who will be the primary point of contact for technical questions (if different from contact on page 1)?
 - Name:
 - Phone #:
 - Fax #:
 - email:

- Consider how you want the site to appear on the Internet. Do you want the entire site to be finished and posted at one time or do you see this developed and posted in phases?

- If this is to be a phased posting, please describe the types and amounts of information that you want to have up first.

- How often do you foresee the need to update/change the site? Daily, weekly, biweekly, monthly, quarterly, other?

- To what level will the anticipated updates/additions be accomplished?
 - Simple text changes
 - Entire page changes/deletions/additions
 - Entire new sections or deletion of old sections
 - Archiving old pages for downloading and adding replacement/new pages
 - Other (please describe)

- Do you wish to perform updates yourself, or do you wish to have us bid to provide update services?

- There are many web site listing and search engine services (such as Google and Yahoo). A number are free. We automatically list your finished site with the top 4-6 of these free services and search engines. However, the larger services (Yahoo, Google, MSN, Excite, etc.) also offer to charge a fee for priority indexing of your site within 48-72 hours. Do you want to use this expedited (for a fee) indexing service? (note: normal site submissions can take from 6-24 weeks before you site is indexed by the search sites)

- Google offers a program called Google Ad Words which allows you to purchase low-cost advertising space along the right-hand column of the results pages. Would you be interested in such an advertising program?

- Would you want to offer ad banner space to other advertisers on your site?

