
Contact Information

Contact Person	
Position	
Organization Name	
Country	
City	
E-Mail	
Skype ID	
Phone Number	

Strategy. General Information

What do you sell or intend to sell online? This may include products or services, or both.	
What are your target groups?	
What is your expected time frame to complete the project?	
What is the budget range established for your project?	☐ \$1,000-5,000 ☐ \$5,000-10,000 ☐ \$10,000-15,000 ☐ Other
Which Magento platform do you plan on using for your web store?	☐ Magento Community ☐ Magento Enterprise

Are multiple websites/
stores/store views going
to be managed from a
single Magento panel?
How many? What are
they?

Do you require a site in
multiple languages?

- ☐ Yes
☐ No

If, yes. What are these
languages?

Which currencies will you
display? What currency
will be the main website
currency?

Design. Interface functionality

Is there a screen design
available?

- ☐ Yes. Will be provided. (Please attach, if possible)
☐ Will be developed by other agency
☐ Magecom team designs a new skin/template
☐ I prefer to install a ready design theme/ customize it
☐ I need advice on this issue

Please answer the questions about design only in case design should be developed by Magecom team.

Is there an official
corporate style guide the
designer needs to follow?
Should the Magento store
match your corporate
style?

- ☐ No
☐ Yes. (Could you please attach the document with the
design guidelines?)

What style would you
prefer for your website?
What are some websites
that inspire you?

Will you provide the logo? ☐ Yes.
☐ No. New logo design required

Do you require banners to be designed? ☐ Yes
☐ No

Should your Magento website be responsive (adapt to screen size of any mobile device)? ☐ Yes
☐ No
☐ I need advice on this issue

Or do you want to have mobile version just for specific mobile devices? ☐ Yes
☐ No

If yes, what are these devices? What browsers should be supported?

What kind of navigation do you plan on? ☐ Classic navigation (main categories and subcategories)
☐ Filter navigation (filtering by different attributes: price, size, manufacturer etc.)
☐ I need advice on this issue

How many categories and subcategories are planned? What are they?

What kind of search do you want to offer? ☐ Magento standard search
☐ Auto-suggest
☐ Auto-complete
☐ Auto-correction
☐ 3party systems solutions (Solr, Sphynx)

Products

How many products do you plan to be listed online?

Is import of products required? ☐ Yes
☐ No

What product types will feature on your new website?

- ☐ Simple
- ☐ Configurable
- ☐ Downloadable
- ☐ Bundle
- ☐ Grouped
- ☐ Virtual
- ☐ I need advice on this issue

Will the products demand non-standard configuration (custom made, booking etc.)?

- ☐ Yes
- ☐ No

If yes, please describe your idea.

What media should be used to feature your products?

- ☐ Images
- ☐ Video
- ☐ 3d-imaging
- ☐ PDF brochure
- ☐ Other

Are there any other special considerations we need to know about your products or pricing structure?

Customers

Will your customers be able to order without registration?

- ☐ Yes
- ☐ No

What functionality do you want to have in customer area?

Payments. Taxes

**What Payment Methods
will you offer?**

- ☐ PayPal
- ☐ Credit card
- ☐ Bank transfer
- ☐ Cash on delivery
- ☐ Purchase order
- ☐ Authourize.net
- ☐ I need advice on this issue
- ☐ Other

**Which payment gateway
will you be using?**

**Are there any special tax
or price considerations we
should be aware of?**

Shipping

**In what countries will you
deliver your products?**

**What shipping methods do
you plan on to offer? Does
this include a 3rd party
shipping service provider
and if so which one?**

How will shipping costs be calculated?

- ☐ Fixed per order
- ☐ Fixed per product
- ☐ Product-specific
- ☐ Based on weight
- ☐ Free shipping
- ☐ Free shipping for specific products
- ☐ Free shipping beginning with a defined order value
- ☐ Tiered pricing for shipping costs
- ☐ Table rates with different shipping zones
- ☐ Other

Are there any other considerations concerning shipping we should be aware?

CMS and Static Pages. Blog

How many content pages do you require? What are they? (e.g. about us, contact us, terms and conditions, FAQ's, our services, returns policy)

What type of content will be contained on the various content pages?

- ☐ Text Images
- ☐ Videos
- ☐ 3d-imaging
- ☒ PDF brochure
- ☒ Other
- ☒

Should we implement a blog in the store?

- ☐ Yes
- ☐ No

If yes, what pages and content should it have?

Marketing and Promotions

What kinds of promotion and marketing tools are supposed to be available in the shop?

- ☐ Discounts
- ☐ Tiered pricing
- ☐ Coupons
- ☐ Gift certificates
- ☐ Wish list
- ☐ Product comparison
- ☐ Up-sells, cross-sells, Related products
- ☐ Direct order (to order using SKU)
- ☐ Product reviews
- ☐ Product ratings
- ☐ RSS-feeds
- ☐ Recommend to a friend
- ☐ Special offers
- ☐ Social media bookmarks
- ☐ Recently viewed products
- ☐ Forum
- ☐ Other

Other Features

Please specify

- ☐ Full page cache
- ☐ One-step checkout
- ☐ News block
- ☐ Ajax shopping cart Live
- ☐ Chat
- ☐ Dynamic visual imaging
- ☐ Other

Integrations

What systems should your Magento shop be integrated with?

Accounting system

Warehouse storage system

ERP system

Newsletter system

CRM system

POS

Marketplaces (ex. Ebay,

Amazon)

Auctions, comparison

engines, certifications

Hosting

Do you have a current web hosting, domain name?

If there is anything else we should consider, please describe your ideas.