



# Website Project Planner

A complete, plain-language requirements questionnaire

No technical knowledge needed. Choose simple options, add examples, and write "not sure" whenever you would like MayaLogic to recommend an approach.

**Organization \***

**Your name \***

**Email \***

**Project name**

Please do not enter passwords or highly sensitive personal data in this form.

## HOW TO COMPLETE

1. Save the PDF to your device before typing.
2. Complete it in Adobe Acrobat, Preview, or another PDF form app.
3. Email the saved file to [hello@mayalogic.com](mailto:hello@mayalogic.com).

## SECTION 01 OF 14

# Business and project basics

First, help us understand your organization and why this website matters now.

## 1.1 What does your business or organization do? \*

*Example: We provide at-home physiotherapy for older adults in Lahore and Islamabad.*

## 1.2 Why are you creating a new website now? \*

Choose all that apply.

- |                                                                                          |                                                                |
|------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Launching a new business or brand                               | <input type="checkbox"/> Replacing an old website              |
| <input type="checkbox"/> Our current website does not generate enough inquiries or sales | <input type="checkbox"/> Rebranding                            |
| <input type="checkbox"/> Adding new services, products, or locations                     | <input type="checkbox"/> Improving credibility                 |
| <input type="checkbox"/> Improving speed, accessibility, security, or mobile experience  | <input type="checkbox"/> Moving away from a difficult platform |
| <input type="checkbox"/> Other                                                           |                                                                |

## 1.3 Do you have an existing website?

Choose one.

- |                                                                              |                                                                   |
|------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> No - this is our first website                      | <input type="checkbox"/> Yes - it will be replaced                |
| <input type="checkbox"/> Yes - it will remain and this is a separate website | <input type="checkbox"/> There is a temporary or coming-soon page |

## 1.4 Existing website URL

## 1.5 Who will review and approve the website?

Include names or roles and mention who has final approval.

*Example: Marketing Manager reviews content; CEO gives final approval.*

## 1.6 Is there a desired or fixed launch date?

Tell us if the date is flexible and why it matters.

## SECTION 02 OF 14

# Goals and success

A clear goal helps us make design and feature decisions that support the business.

## 2.1 What is the single most important job of the website? \*

Choose one.

- |                                                                             |                                                                                 |
|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <input type="checkbox"/> Generate qualified inquiries or leads              | <input type="checkbox"/> Sell products or services online                       |
| <input type="checkbox"/> Explain our services clearly                       | <input type="checkbox"/> Build trust and credibility                            |
| <input type="checkbox"/> Accept bookings or registrations                   | <input type="checkbox"/> Provide information or support                         |
| <input type="checkbox"/> Recruit employees                                  | <input type="checkbox"/> Serve members, partners, or customers through a portal |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend | <input type="checkbox"/> Other                                                  |

## 2.2 What other outcomes should the website support?

Choose all that apply.

- |                                                        |                                                               |
|--------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Grow an email list            | <input type="checkbox"/> Reduce repetitive customer questions |
| <input type="checkbox"/> Show our work or case studies | <input type="checkbox"/> Publish articles or resources        |
| <input type="checkbox"/> Attract investors or partners | <input type="checkbox"/> Support sales conversations          |
| <input type="checkbox"/> Improve local visibility      | <input type="checkbox"/> Collect applications or documents    |
| <input type="checkbox"/> None of these                 | <input type="checkbox"/> Other                                |

## 2.3 What should visitors do on the website? \*

Choose all that apply.

- |                                                       |                                                    |
|-------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Call us                      | <input type="checkbox"/> Send an inquiry           |
| <input type="checkbox"/> Book an appointment or demo  | <input type="checkbox"/> Buy or pay online         |
| <input type="checkbox"/> Request a quote              | <input type="checkbox"/> Download a document       |
| <input type="checkbox"/> Create an account or sign in | <input type="checkbox"/> Visit a physical location |
| <input type="checkbox"/> Subscribe                    | <input type="checkbox"/> Apply for a job           |
| <input type="checkbox"/> Share content                | <input type="checkbox"/> Other                     |

## 2.4 How will you know the website is successful?

Example: 20 qualified inquiries per month, fewer support calls, and 30% more bookings from mobile visitors.

## 2.5 What problems should this project solve?

## SECTION 03 OF 14

# Audience and market

Tell us who the site is for so the language, structure, and experience feel natural to them.

## 3.1 Who are the main audiences? \*

Choose all that apply.

- |                                                               |                                                      |
|---------------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Individual consumers                 | <input type="checkbox"/> Small businesses            |
| <input type="checkbox"/> Large businesses or enterprises      | <input type="checkbox"/> Government or public sector |
| <input type="checkbox"/> Nonprofits                           | <input type="checkbox"/> Students or educators       |
| <input type="checkbox"/> Patients or healthcare professionals | <input type="checkbox"/> Members or partners         |
| <input type="checkbox"/> Job candidates                       | <input type="checkbox"/> Investors or media          |
| <input type="checkbox"/> Existing customers                   | <input type="checkbox"/> Other                       |

## 3.2 Describe your ideal customer or visitor

Example: Operations managers at 50-500 person manufacturers who need better inventory visibility.

## 3.3 Where are your visitors located?

Choose all that apply.

- |                                                 |                                                  |
|-------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> One city or local area | <input type="checkbox"/> Across Pakistan         |
| <input type="checkbox"/> One other country      | <input type="checkbox"/> Several named countries |
| <input type="checkbox"/> Worldwide              | <input type="checkbox"/> Not sure yet            |

## 3.4 How will visitors usually access the site?

Choose all that apply.

- |                                                                |                                                                             |
|----------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Mostly mobile phones                  | <input type="checkbox"/> Mostly desktop or laptop                           |
| <input type="checkbox"/> A balanced mix                        | <input type="checkbox"/> Tablets or kiosks are important                    |
| <input type="checkbox"/> Slow or unreliable internet is common | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

## 3.5 What questions or concerns do visitors have before choosing you?

Example: They need to understand pricing, whether we cover their area, and what happens after they book.

### 3.6 Are there specific accessibility needs or standards?

Accessible design helps everyone. WCAG is the common web accessibility standard.

Choose one.

- |                                                                                     |                                                                                 |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <input type="checkbox"/> WCAG 2.2 AA is required                                    | <input type="checkbox"/> A higher or organization-specific standard is required |
| <input type="checkbox"/> No formal requirement, but follow good accessible practice | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend     |
-

## SECTION 04 OF 14

# Brand and messaging

Share what already exists and the impression visitors should take away.

## 4.1 Which brand materials already exist?

Choose all that apply.

- |                                                               |                                                   |
|---------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Logo files                           | <input type="checkbox"/> Brand guidelines         |
| <input type="checkbox"/> Defined colors                       | <input type="checkbox"/> Defined fonts            |
| <input type="checkbox"/> Tagline or messaging guide           | <input type="checkbox"/> Presentation or brochure |
| <input type="checkbox"/> Photo or illustration library        | <input type="checkbox"/> Social media templates   |
| <input type="checkbox"/> Nothing yet - we need a new identity | <input type="checkbox"/> Other                    |

## 4.2 How should the brand feel? \*

Choose up to five that fit best.

Choose all that apply.

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Premium      | <input type="checkbox"/> Friendly    |
| <input type="checkbox"/> Warm         | <input type="checkbox"/> Bold        |
| <input type="checkbox"/> Innovative   | <input type="checkbox"/> Technical   |
| <input type="checkbox"/> Simple       | <input type="checkbox"/> Playful     |
| <input type="checkbox"/> Calm         | <input type="checkbox"/> Elegant     |
| <input type="checkbox"/> Energetic    | <input type="checkbox"/> Established |
| <input type="checkbox"/> Approachable |                                      |

## 4.3 Which words or impressions should the brand avoid?

## 4.4 Do you have a tagline or key message?

## 4.5 Why should customers choose you instead of alternatives? \*

*Example: Same-day service, transparent fixed pricing, and technicians employed directly by us.*

#### 4.6 Links to logos, brand guidelines, fonts, or shared folders

Google Drive, Dropbox, OneDrive, Canva, Figma, or another accessible link.

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## SECTION 05 OF 14

# Visual direction

You do not need design vocabulary. Choose what feels closest and show us examples if you can.

## 5.1 Which visual styles feel right? \*

Choose all that apply.

- |                                                    |                                                                             |
|----------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Clean and minimal         | <input type="checkbox"/> Modern and bold                                    |
| <input type="checkbox"/> Premium and elegant       | <input type="checkbox"/> Friendly and colorful                              |
| <input type="checkbox"/> Corporate and established | <input type="checkbox"/> Editorial or magazine-like                         |
| <input type="checkbox"/> Technical or futuristic   | <input type="checkbox"/> Natural or organic                                 |
| <input type="checkbox"/> Playful and expressive    | <input type="checkbox"/> Image-led                                          |
| <input type="checkbox"/> Text-led and informative  | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

## 5.2 Preferred colors

Names or color codes are both fine.

## 5.3 Colors to avoid

## 5.4 Typography preference

Choose one.

- |                                                                             |                                                       |
|-----------------------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Modern and clean                                   | <input type="checkbox"/> Classic and traditional      |
| <input type="checkbox"/> Elegant and refined                                | <input type="checkbox"/> Bold and expressive          |
| <input type="checkbox"/> Friendly and rounded                               | <input type="checkbox"/> Use our existing brand fonts |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                       |

## 5.5 Preferred imagery style

Choose all that apply.

- |                                                                             |                                                         |
|-----------------------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Real photography of our team or work               | <input type="checkbox"/> Professional stock photography |
| <input type="checkbox"/> Illustrations                                      | <input type="checkbox"/> Icons and diagrams             |
| <input type="checkbox"/> 3D graphics                                        | <input type="checkbox"/> Abstract shapes or gradients   |
| <input type="checkbox"/> Video or animation                                 | <input type="checkbox"/> Very little imagery            |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                         |

## 5.6 Websites you like and what you like about them

*Example: <https://stripe.com> - clear explanations and polished illustrations. The layout feels confident.*

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## 5.7 Websites or design choices you dislike

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## SECTION 06 OF 14

# Pages and navigation

Choose likely pages now. MayaLogic will turn this into a recommended sitemap.

## 6.1 Which pages do you expect to need? \*

Choose all that apply.

- |                                                                             |                                                           |
|-----------------------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Home                                               | <input type="checkbox"/> About                            |
| <input type="checkbox"/> Services overview                                  | <input type="checkbox"/> A separate page for each service |
| <input type="checkbox"/> Products or shop                                   | <input type="checkbox"/> Industries or audiences          |
| <input type="checkbox"/> Portfolio or case studies                          | <input type="checkbox"/> Testimonials                     |
| <input type="checkbox"/> Pricing                                            | <input type="checkbox"/> Team                             |
| <input type="checkbox"/> Locations                                          | <input type="checkbox"/> Blog or insights                 |
| <input type="checkbox"/> Resources or downloads                             | <input type="checkbox"/> Events                           |
| <input type="checkbox"/> Careers                                            | <input type="checkbox"/> FAQs                             |
| <input type="checkbox"/> Contact                                            | <input type="checkbox"/> Book a call or appointment       |
| <input type="checkbox"/> Customer portal or login                           | <input type="checkbox"/> Legal and privacy pages          |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                           |

## 6.2 Other or industry-specific pages

## 6.3 Which pages should be easiest to reach?

## 6.4 Does the website need pages for multiple locations?

Choose one.

- |                                                  |                                                                             |
|--------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> No                      | <input type="checkbox"/> Yes - 2 to 5 locations                             |
| <input type="checkbox"/> Yes - 6 to 25 locations | <input type="checkbox"/> Yes - more than 25 locations                       |
| <input type="checkbox"/> Maybe later             | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

## 6.5 Does the website need more than one language?

## 6.6 What content or sections may be added later?

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## SECTION 07 OF 14

# Content

Great websites need clear words and strong media. Tell us what is ready and where help is needed.

## 7.1 Who will provide or approve the content? \*

Choose one.

- |                                                                             |                                                                                          |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Our team will write and approve everything         | <input type="checkbox"/> Our team will provide rough content; MayaLogic should refine it |
| <input type="checkbox"/> MayaLogic should write most content with our input | <input type="checkbox"/> A separate writer or agency is responsible                      |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                                                          |

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## 7.2 What content is ready today?

Choose all that apply.

- |                                                            |                                                       |
|------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Final written copy                | <input type="checkbox"/> Rough written copy           |
| <input type="checkbox"/> Existing website content to reuse | <input type="checkbox"/> Logo and brand files         |
| <input type="checkbox"/> Professional photos               | <input type="checkbox"/> Team photos and bios         |
| <input type="checkbox"/> Product or service details        | <input type="checkbox"/> Case studies or testimonials |
| <input type="checkbox"/> Videos                            | <input type="checkbox"/> Downloadable files           |
| <input type="checkbox"/> Very little is ready              |                                                       |

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## 7.3 What content help do you need from MayaLogic?

Choose all that apply.

- |                                                                             |                                                   |
|-----------------------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Content strategy                                   | <input type="checkbox"/> Copywriting              |
| <input type="checkbox"/> Editing and proofreading                           | <input type="checkbox"/> SEO research and writing |
| <input type="checkbox"/> Photography                                        | <input type="checkbox"/> Video                    |
| <input type="checkbox"/> Illustration or icon design                        | <input type="checkbox"/> Content migration        |
| <input type="checkbox"/> Translation or localization                        | <input type="checkbox"/> No content help needed   |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                   |

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## 7.4 What writing tone should the site use?

Choose all that apply.

- |                                                 |                                                                             |
|-------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Clear and direct       | <input type="checkbox"/> Expert but easy to understand                      |
| <input type="checkbox"/> Formal                 | <input type="checkbox"/> Conversational                                     |
| <input type="checkbox"/> Warm and reassuring    | <input type="checkbox"/> Bold and persuasive                                |
| <input type="checkbox"/> Technical and detailed | <input type="checkbox"/> Playful                                            |
| <input type="checkbox"/> Use our existing voice | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

## 7.5 What proof can we show?

Choose all that apply.

- |                                                             |                                                        |
|-------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Customer testimonials              | <input type="checkbox"/> Case studies or results       |
| <input type="checkbox"/> Client logos                       | <input type="checkbox"/> Certifications or memberships |
| <input type="checkbox"/> Awards                             | <input type="checkbox"/> Ratings or reviews            |
| <input type="checkbox"/> Statistics                         | <input type="checkbox"/> Press coverage                |
| <input type="checkbox"/> Security or compliance credentials | <input type="checkbox"/> Years in business             |
| <input type="checkbox"/> None available yet                 |                                                        |

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## 7.6 What photos, videos, illustrations, or documents are available?

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## 7.7 Which legal or policy pages are required?

Choose all that apply.

- |                                                 |                                                                             |
|-------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Privacy policy         | <input type="checkbox"/> Cookie policy and consent                          |
| <input type="checkbox"/> Terms and conditions   | <input type="checkbox"/> Refund or returns policy                           |
| <input type="checkbox"/> Shipping policy        | <input type="checkbox"/> Accessibility statement                            |
| <input type="checkbox"/> Disclaimer             | <input type="checkbox"/> Industry-specific notices                          |
| <input type="checkbox"/> Our lawyer will advise | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

## SECTION 08 OF 14

# Features and functionality

Select everything visitors or staff should be able to do. It is fine if some items are future ideas.

## 8.1 Which features are needed? \*

Choose all that apply.

- |                                                                             |                                                        |
|-----------------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Contact or inquiry forms                           | <input type="checkbox"/> Request a quote               |
| <input type="checkbox"/> Booking or appointments                            | <input type="checkbox"/> Online payments               |
| <input type="checkbox"/> Online shop                                        | <input type="checkbox"/> Donations                     |
| <input type="checkbox"/> User accounts or private portal                    | <input type="checkbox"/> Search                        |
| <input type="checkbox"/> Filters or comparison                              | <input type="checkbox"/> Blog or news publishing       |
| <input type="checkbox"/> Events or registration                             | <input type="checkbox"/> Job listings and applications |
| <input type="checkbox"/> Newsletter signup                                  | <input type="checkbox"/> Live chat or chatbot          |
| <input type="checkbox"/> Maps or location finder                            | <input type="checkbox"/> Document downloads            |
| <input type="checkbox"/> Reviews or testimonials                            | <input type="checkbox"/> Social media feeds or sharing |
| <input type="checkbox"/> Multi-language support                             | <input type="checkbox"/> Accessibility controls        |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend | <input type="checkbox"/> Other                         |

## 8.2 Which forms should the site include?

Example: General contact, detailed quote request with file upload, and job application with CV upload.

## 8.3 Do visitors need accounts, login, or a private portal?

## 8.4 Does the site need search or filtering?

## 8.5 Does the site need booking, appointments, or events?

**8.6 Does the site sell products, services, memberships, or donations?**

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**8.7 Describe any special calculators, maps, directories, dashboards, AI, or custom tools**

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## SECTION 09 OF 14

# Integrations and data

List tools the website must exchange information with. If you only know the product name, that is enough.

## 9.1 Which external tools must connect to the website?

Choose all that apply.

- |                                                                             |                                                     |
|-----------------------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> CRM or sales system                                | <input type="checkbox"/> Email marketing            |
| <input type="checkbox"/> Calendar or scheduling                             | <input type="checkbox"/> Payment gateway            |
| <input type="checkbox"/> Accounting or invoicing                            | <input type="checkbox"/> Inventory or ERP           |
| <input type="checkbox"/> Customer support or live chat                      | <input type="checkbox"/> Learning management system |
| <input type="checkbox"/> Property, job, or product feed                     | <input type="checkbox"/> Social media               |
| <input type="checkbox"/> Analytics or advertising                           | <input type="checkbox"/> Single sign-on             |
| <input type="checkbox"/> Internal database or software                      | <input type="checkbox"/> None                       |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend | <input type="checkbox"/> Other                      |

## 9.2 CRM or lead-management system

## 9.3 Payment providers or accounting systems

## 9.4 Email marketing, analytics, advertising, or consent tools

## 9.5 Does existing content or data need to be migrated?

Example: About 120 WordPress articles, 2,000 customer accounts, and 300 downloadable PDFs.

## 9.6 Are APIs or data feeds required?

An API lets systems exchange information automatically.

## SECTION 10 OF 14

# Search, marketing and analytics

Help us protect current visibility and prepare the website to support future marketing.

## 10.1 What is your current SEO situation?

Choose one.

- |                                                                        |                                                                             |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> New website with no search history            | <input type="checkbox"/> Existing site gets useful search traffic           |
| <input type="checkbox"/> Existing site gets little search traffic      | <input type="checkbox"/> We work with an SEO specialist or agency           |
| <input type="checkbox"/> We have had a search penalty or major decline | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

## 10.2 Which services, products, or search phrases matter most?

Example: "corporate catering Lahore", "office lunch delivery", and our brand name.

## 10.3 Main competitors or alternatives

Include links and mention what they do well or poorly.

## 10.4 How will people discover the site?

Choose all that apply.

- |                                                                             |                                                  |
|-----------------------------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Google search                                      | <input type="checkbox"/> Google or Microsoft ads |
| <input type="checkbox"/> Social media                                       | <input type="checkbox"/> Social advertising      |
| <input type="checkbox"/> Email campaigns                                    | <input type="checkbox"/> Sales team or referrals |
| <input type="checkbox"/> Events or printed materials                        | <input type="checkbox"/> Partners                |
| <input type="checkbox"/> Physical location or signage                       | <input type="checkbox"/> Media or PR             |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                  |

### 10.5 What should be measured or reported?

Choose all that apply.

- |                                                                             |                                                       |
|-----------------------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Inquiries or form submissions                      | <input type="checkbox"/> Phone-call clicks            |
| <input type="checkbox"/> Bookings                                           | <input type="checkbox"/> Sales and revenue            |
| <input type="checkbox"/> Downloads                                          | <input type="checkbox"/> Newsletter signups           |
| <input type="checkbox"/> Account registrations                              | <input type="checkbox"/> Page and content performance |
| <input type="checkbox"/> Advertising conversions                            | <input type="checkbox"/> Search rankings              |
| <input type="checkbox"/> Dashboard for management                           | <input type="checkbox"/> Basic analytics only         |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                       |

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### 10.6 Are URL redirects or search-ranking preservation required?

Choose one.

- |                                                                                   |                                                                             |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Yes - preserving current search performance is important | <input type="checkbox"/> Some old pages can be removed                      |
| <input type="checkbox"/> No - this is a new website/domain                        | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |
-

## SECTION 11 OF 14

# Technology, security and compliance

Do not worry if this section feels technical. "Not sure" is a useful answer and we will recommend a safe approach.

## 11.1 Domain name status \*

Choose one.

- |                                                                             |                                                                    |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> We own the domain and can provide access           | <input type="checkbox"/> We own it but do not know who controls it |
| <input type="checkbox"/> We need help buying a domain                       | <input type="checkbox"/> We are changing domains                   |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                                    |

## 11.2 Hosting preference or current provider

## 11.3 Who will update the site and what should they be able to edit?

Example: Two marketing staff should edit pages and publish articles; HR should only manage vacancies.

## 11.4 Any required or prohibited technologies?

## 11.5 Security requirements

Choose all that apply.

- |                                                                    |                                                                             |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Standard secure website practices         | <input type="checkbox"/> Multi-factor authentication for administrators     |
| <input type="checkbox"/> Single sign-on                            | <input type="checkbox"/> User roles and permissions                         |
| <input type="checkbox"/> Audit logs                                | <input type="checkbox"/> Encrypted sensitive data                           |
| <input type="checkbox"/> Penetration testing                       | <input type="checkbox"/> Security review by our team                        |
| <input type="checkbox"/> Backup and disaster recovery requirements | <input type="checkbox"/> Web application firewall or DDoS protection        |
| <input type="checkbox"/> No sensitive data will be collected       | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

### 11.6 Legal, privacy, industry, or data-residency requirements

Choose all that apply.

- |                                                                             |                                                                     |
|-----------------------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> GDPR or UK GDPR                                    | <input type="checkbox"/> Pakistan data/privacy requirements         |
| <input type="checkbox"/> HIPAA or health data rules                         | <input type="checkbox"/> PCI DSS for card payments                  |
| <input type="checkbox"/> WCAG accessibility                                 | <input type="checkbox"/> Financial-services requirements            |
| <input type="checkbox"/> Government or procurement requirements             | <input type="checkbox"/> Data must remain in a named country/region |
| <input type="checkbox"/> No known special requirements                      | <input type="checkbox"/> Our legal/compliance team will advise      |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                                     |

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### 11.7 Performance, uptime, or traffic expectations

## SECTION 12 OF 14

# Operations and support

Planning ownership now keeps the website healthy and useful after launch day.

## 12.1 How often will content change?

Choose one.

- |                                                                             |                                                                   |
|-----------------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Rarely - a few times a year                        | <input type="checkbox"/> Monthly                                  |
| <input type="checkbox"/> Weekly                                             | <input type="checkbox"/> Daily                                    |
| <input type="checkbox"/> Many times per day                                 | <input type="checkbox"/> Different areas have different schedules |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                                   |

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## 12.2 What training or documentation will your team need?

Choose all that apply.

- |                                                  |                                                                             |
|--------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Live online training    | <input type="checkbox"/> Recorded training                                  |
| <input type="checkbox"/> Written admin guide     | <input type="checkbox"/> Short how-to videos                                |
| <input type="checkbox"/> Technical documentation | <input type="checkbox"/> Training for several roles or teams                |
| <input type="checkbox"/> No training needed      | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

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## 12.3 Who should handle maintenance after launch?

Choose one.

- |                                                                             |                                                |
|-----------------------------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> MayaLogic                                          | <input type="checkbox"/> Our internal team     |
| <input type="checkbox"/> Another provider                                   | <input type="checkbox"/> Shared responsibility |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                                |

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## 12.4 What ongoing support do you expect?

Choose all that apply.

- |                                                        |                                                                             |
|--------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Security and software updates | <input type="checkbox"/> Backups and monitoring                             |
| <input type="checkbox"/> Small content changes         | <input type="checkbox"/> Design and feature improvements                    |
| <input type="checkbox"/> SEO and content               | <input type="checkbox"/> Analytics reports                                  |
| <input type="checkbox"/> Emergency support             | <input type="checkbox"/> Defined service-level agreement                    |
| <input type="checkbox"/> Support only when requested   | <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |

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## 12.5 Who currently controls domains, hosting, analytics, and other accounts?

Do not send passwords here. Names/roles and known providers are enough.

## SECTION 13 OF 14

## Budget, timing and project process

Ranges are enough. Honest constraints help MayaLogic propose the right scope and delivery approach.

### 13.1 Estimated website budget \*

Choose one.

- |                                                                   |                                                      |
|-------------------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Under US\$5,000                          | <input type="checkbox"/> US\$5,000-\$10,000          |
| <input type="checkbox"/> US\$10,000-\$25,000                      | <input type="checkbox"/> US\$25,000-\$50,000         |
| <input type="checkbox"/> US\$50,000-\$100,000                     | <input type="checkbox"/> US\$100,000+                |
| <input type="checkbox"/> We need help defining a realistic budget | <input type="checkbox"/> Prefer to discuss privately |

### 13.2 If trade-offs are needed, what matters most?

Choose all that apply.

- |                                                  |                                                      |
|--------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Launch speed            | <input type="checkbox"/> Lower initial cost          |
| <input type="checkbox"/> Distinctive design      | <input type="checkbox"/> More features at launch     |
| <input type="checkbox"/> Content quality         | <input type="checkbox"/> SEO and marketing readiness |
| <input type="checkbox"/> Long-term flexibility   | <input type="checkbox"/> Performance and reliability |
| <input type="checkbox"/> Ease of updating        | <input type="checkbox"/> Accessibility               |
| <input type="checkbox"/> Security and compliance |                                                      |

### 13.3 Preferred timeline \*

Choose one.

- |                                                                             |                                            |
|-----------------------------------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Under 4 weeks                                      | <input type="checkbox"/> 1-2 months        |
| <input type="checkbox"/> 2-4 months                                         | <input type="checkbox"/> 4-6 months        |
| <input type="checkbox"/> 6+ months                                          | <input type="checkbox"/> No fixed timeline |
| <input type="checkbox"/> Not sure yet - I would like MayaLogic to recommend |                                            |

### 13.4 Events, campaigns, contracts, or dates that affect the schedule

### 13.5 Who from your team will be involved and what are their roles?

### 13.6 Preferred communication and meeting style

Choose all that apply.

- |                                                         |                                                   |
|---------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Email                          | <input type="checkbox"/> Slack or Microsoft Teams |
| <input type="checkbox"/> WhatsApp                       | <input type="checkbox"/> Weekly video call        |
| <input type="checkbox"/> Fortnightly video call         | <input type="checkbox"/> Mostly written updates   |
| <input type="checkbox"/> Shared project-management tool | <input type="checkbox"/> We are flexible          |

---

### 13.7 How will reviews and approvals work?

*Example: Project lead gathers one combined set of comments; CEO approves at sitemap, design, and pre-launch stages.*

## SECTION 14 OF 14

# Final context and priorities

A final chance to separate essentials from later ideas and share anything the questionnaire missed.

**14.1 Top three must-haves for launch \***

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**14.2 Nice-to-haves that can wait for a later phase**

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**14.3 Concerns, risks, or previous project experiences we should know about**

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**14.4 Helpful links, documents, folders, or references**

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**14.5 Anything else MayaLogic should know?**

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