

WEB DESIGN/DEVELOPMENT QUESTIONNAIRE

CATEGORY 1: CONTACT INFORMATION

QUESTION 1.1: COMPANY NAME

Answer 1.1:

QUESTION 1.2: ADDRESS

Answer 1.2:

QUESTION 1.3: PHONE

Answer 1.3:

QUESTION 1.4: EMAIL

Answer 1.4:

QUESTION 1.5: WHO IS THE POINT OF CONTACT/DECISION MAKER FOR PROJECT DETAILS

Answer 1.5:

QUESTION 1.6: PHONE

Answer 1.6:

QUESTION 1.7: EMAIL

Answer 1.7:

CATEGORY 2: PROJECT DETAILS

QUESTION 2.1: WHAT IS THE BUDGET FOR THIS PROJECT?

Answer 2.1:

QUESTION 2.2: WHAT IS THE DEADLINE FOR THIS PROJECT?

Answer 2.2:

QUESTION 2.3: IS THIS A NEW PROJECT OR A REDESIGN OF AN EXISTING SITE?

Answer 2.3:

CATEGORY 3: COMPANY BACKGROUND

QUESTION 3.1: DESCRIBE THE NATURE OF YOUR BUSINESS

Answer 3.1:

QUESTION 3.2: LIST THE SERVICES YOUR COMPANY PROVIDES

Answer 3.2:

QUESTION 3.3: DESCRIBE YOUR TARGET AUDIENCE (I.E. AVERAGE AGE, SPECIAL INTERESTS, INCOME LEVEL, EDUCATION LEVEL). DO THEY HAVE ANY SPECIAL NEEDS OR CONSIDERATIONS?

Answer 3.3:

CATEGORY 4: GOALS, PURPOSE, CONCEPT, FOCUS, DIRECTION, STRATEGY, AND MESSAGE

QUESTION 4.1: WHAT IS THE CORE PURPOSE OF YOUR WEB SITE – WHAT DO YOU WANT THE WEBSITE TO ULTIMATELY ACCOMPLISH FOR YOU?

Answer: **Highlight your choice or choices**

- Entertainment
- Increase corporate brand and product recognition
- Increase sales
- Improve internal communications
- Reduce customer service calls
- Increase prospective customer base
- OTHER:

QUESTION 4.2: WHAT IS THE PRIMARY MESSAGE YOU WISH TO CONVEY?

Answer 4.2:

QUESTION 4.3: DO YOU HAVE ANY SPECIFIC DESIGN ELEMENTS IN MIND – HOW YOU WANT THE SITE TO LOOK LIKE, ACT LIKE, DO?

Answer 4.3:

CATEGORY 5: STYLE, COLOR, DESIGN MESSAGE, THEME, NAVIGATION, SITE MAPPING

QUESTION 5.1: WHAT IMAGE DO YOU WANT YOUR SITE TO PROJECT?

Answer 5.1:

QUESTION 5.2: DO YOU HAVE ANY SPECIFIC IMAGES THAT YOU WOULD LIKE TO SEE ON YOUR WEBSITE?

Answer 5.2:

QUESTION 5.3: DO YOU HAVE ANY SPECIFIC COLOR(S) THAT YOU WOULD LIKE TO SEE ON YOUR WEBSITE?

Answer 5.3:

QUESTION 5.4: WHAT SHOULD BE THE OVERALL "THE LOOK AND FEEL"?

Answer 5.4:

Example ...

- **Simple to navigate**
- **Colorful**
- **Unique**

QUESTION 5.5: PLEASE LIST AT LEAST THREE EXAMPLES OF SITES WHERE YOU LIKE THE NAVIGATION (HOW YOU TRAVEL THROUGH THE SITE):

Answer 5.5:

QUESTION 5.6: PLEASE LIST AT LEAST THREE EXAMPLES OF SITES WHERE YOU LIKE THE COLOR SCHEME:

Answer 5.6:

QUESTION 5.7: PLEASE LIST AT LEAST THREE EXAMPLES OF SITES WHERE YOU LIKE THE BRANDING OR IMAGE:

Answer 5.7:

QUESTION 5.8: PLEASE LIST AT LEAST THREE EXAMPLES OF SITES DESIGNED FOR SAME TARGET AUDIENCE:

Answer 5.8:

QUESTION 5.9: PLEASE LIST AT LEAST THREE EXAMPLES OF SITES YOU LIKE THE USER INTERFACE OR LAYOUT:

Answer 5.9:

QUESTION 5.10: PLEASE LIST AT LEAST THREE EXAMPLES OF **COMPETITOR'S SITES YOU LIKE** AND WHAT IT IS YOU LIKE ABOUT THEM:

Answer 5.10:

QUESTION 5.11: PLEASE LIST AT LEAST THREE EXAMPLES OF **COMPETITOR'S SITES YOU DISLIKE** AND WHAT IT IS YOU DISLIKE ABOUT THEM:

Answer 5.11:

QUESTION 5.12: PLEASE LIST SOME SITES THAT YOU **LIKE IN GENERAL/OVERALL**. EXPLAIN WHAT YOU GENERALLY LIKE ABOUT IT.

Answer 5.12:

QUESTION 5.13: PLEASE LIST SOME SITES THAT YOU **DISLIKE IN GENERAL/OVERALL**. EXPLAIN WHAT YOU GENERALLY DISLIKE ABOUT IT?

Answer 5.13:

CATEGORY 6: WEBSITE PARTICULARS

QUESTION 6.1: DO YOU HAVE AN IDEA OF HOW MANY PAGES YOU DESIRE FOR YOUR WEBSITE?

Answer 6.1:

QUESTION 6.2: DO YOU HAVE A SITE MAP (THE WAY THE PAGES ARE LINED OUT) ALREADY IN MIND, IF SO WHAT IS IT?

Answer 6.2:

QUESTION 6.3: DO YOU HAVE SPECIFIC ELEMNTS AND FUNSCTIONS YOU NEED OR WANT TO HAVE? EXAMPLE(S) ... EVENTS CALENDAR, PHOTO GALLERY, STAFF PROFILES, TAKE PAYMENTS ONLINE ...

Answer 6.3:

CATEGORY 7: LOGO AND CORPORATE IDENTITY

QUESTION 7.1: DO YOU HAVE A COMPANY LOGO?

Answer 7.1:

QUESTION 7.2: DO YOU HAVE A COMPANY SLOGAN?

Answer 7.2:

QUESTION 7.3: DO YOU HAVE A COMPANY VISION STATEMENT?

Answer 7.3:

QUESTION 8.1: DO YOU HAVE A COMPANY MISSION STATEMENT?

Answer 8.1:

QUESTION 8.2: DO YOU HAVE A CORPORATE COLOR SCHEME OR ANY SYMBOLS/ICONS THAT WE SHOULD INCORPORATE IN YOUR DESIGN?

Answer 8.2:

CATEGORY 9: ADDITIONAL COMMENTS

Comment 9.1:

Comment 9.2:

Comment 9.3:

Comment 9.4:

Comment 9.5:

Comment 9.6: