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CLIENT QUESTIONNAIRE FOR WEB DESIGN PROJECTS

Name:

Address:

City/State:

Postal/Zip:

Telephone:

Email:

MESSAGE/AUDIENCE:

1. What is the primary message you wish to convey to your audience with this web site?
2. What are your secondary objectives and overall goals you hope to achieve?
3. What goals does your company intend to reach with a new Web site?
4. Who is your target audience? Is it different from your current customer profile? What is the age group of your target audience? Please describe in detail.
5. How does your company differentiate itself from competitors?

6. What are the key reasons why customers choose your company?

PERCEPTION:

1. Use three to five adjectives to describe how the user should perceive the web site. (examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)

2. Is this different than current image perception?

3. What do you feel is the biggest challenge in getting your image across to customers?

4. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral.

5. How is your company currently perceived? Do you wish to carry through the same kind of message through your Web site?

6. Please list three URL's of sites that you really like (they don't have to be in the same industry as your business). What do you find the most interesting about these sites?

7. List URL's of competitor sites and briefly state what you like and dislike about their overall site.

8. Do you have a color scheme or preference that we should carry over into the web site?

ACTION:

1. What is the primary action you wish your target user to take from the main page of your site? (examples: download, browse, move along specified path, email, order, explore, click button, call, etc.)

2. What is the primary action you wish your target user to take before leaving your site? Is it the same action? If not, describe why.

3. What elements are key items you wish to have available to the user on every page?

CONTENT:

1. Will this site use existing content? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or using an outside provider?

2. What is the basic structure of the content, and how is it organized?

3. What elements do you see as "global" or appearing on every page within the site?

MARKETING/UPDATING:

1. Briefly, what are your short-term marketing goals (in the next 2 years)?
2. How will this Web site help to meet your goals?
3. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.
4. What do you feel is your number one business problem? (examples: change image, increase customers, promote company, etc.)
5. What methods of distributing the URL already exist within the company?
6. Do you intend on keeping the site updated and if so, how often? Who is responsible for updating and providing content?

ADMINISTRATION:

1. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses and phone numbers if applicable.

2. What is your target launch date for this web site? What are the factors surrounding this deadline?

3. Do you have a domain name in mind? Is it already registered?

4. What are your budget limitations? Can this project be broken in a phased manner to help you meet your goals?

5. Do you already have a logo? Do you have any special fonts or graphics that you would like to have us add to the web site?

ADDITIONAL NOTES/COMMENTS: