

## Web Design Questionnaire

### **Company general information**

1. Company Name

Reply:

2. How old is your company?

Reply:

3. How many people work in your company now?

Reply:

4. Do you have any branch offices?

Reply:

5. Do you have any representative offices in other countries?

Reply:

6. 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.

Reply:

### **Business information**

1. What are the primary business activities your company is involved in?

Reply:

2. What are the markets your company is competing on?

Reply:

3. Are you interested in the following services? If so, indicate when the purchase is likely to be made.

a. Web Hosting. Reply:

b. Internet consulting. Reply:

c. Image web site design or redesign. Reply:

d. Support and maintenance. Reply:

e. B2B systems development. Reply:

f. B2C systems development. Reply:

g. Internet promotion. Reply:

h. Dedicated Internet Access. Reply:

i. E-commerce solutions. Reply:

j. Co-location Services. Reply:

k. ASP solutions. Reply:

l. Voice/VoIP services. Reply:

m. IT Training and certification. Reply:

### **Additional information**

Please add here any additional information about your company you consider can be helpful in identifying additional needs/requirements.

Reply:

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The following is a list of questions designed to define the overall goals of your Web site. Please answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of this questionnaire if necessary.

### Web site goals

1. What is the primary information/idea you wish to convey to your audience with this Web site?  
Reply:
2. What goals does your company intend to reach with a Web site?  
Reply:
3. What are your secondary objectives and the overall goals you hope to achieve by the web site?  
Reply:
4. Who is your target audience? Is it different from your current customer profile? Describe in detail.  
Reply:
5. How does your company/service differentiate itself from competitors?  
Reply:
6. What are the key reasons customers choose your company?  
Reply:

### Visual representation

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

Reply:

1. What is your companies style (logotypes, colors, trade marks, symbols, fonts, etc...)?  
Reply:
2. What is the biggest challenge in getting your image across to customers?  
Reply:

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3. Describe any visual elements or styles, which can be taken from existing marketing materials or collateral pieces. (If any, please include actual examples – i.e. word documents, pictures (images), brochures, etc...)

Reply:

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

Reply:

5. List any URLs of sites you find compelling. What do you find the most interesting about these sites?

Reply:

6. List URLs of competitor sites and briefly state what you like and dislike about these sites.

Reply:

### User Interactivity

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.)

Reply:

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.

Reply:

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

Reply:

### Informational

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 content provider? (Note: All text needs to be provided in a word document)

Reply:

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2. What is the basic structure of the content, and how is it organized? (Please provide an outline)  
Reply:
3. What elements do you see as "globals" or appearing on every page within the site?  
Reply:

### Tools and technology

1. What is your target platform and browser? (Examples: Windows with browsers 4.0 or greater, etc.)  
Reply:
2. Are there any specific adaptive technologies you would like to use? If so, how will they enhance the user experience? Please describe in detail.  
Reply:
3. Do you want database functions? Do you already have a database in place? If so, what type of database are you using (SQL, Access, etc...)? If a database is already in place, please attach the database. If there is no database in place and you would like one created, please describe in detail, what you would like in your database (please be as detailed as possible).  
Reply:
4. Will you require any secured transactions? Please describe in detail.  
Reply:

### Future development and updates

1. Briefly, what are your short-term marketing goals (in the next 2 years)?  
Reply:
2. How will this Web site help to meet your goals?  
Reply:
3. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.  
Reply:

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4. What do you feel is your number one business problem? (Examples: change image, increase customers, promote company, etc.)

Reply:

5. What methods of distributing the URL already exist within the company? (Examples: business cards, phone directory, mailings, letterhead, etc.)

Reply:

6. Do you intend on updating the site? If so, how often? Who is responsible for updating and providing content?

Reply:

### Responsibility

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.

Reply:

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

Reply:

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

Reply:

4. What keywords would you use to search the web for your company? Knowing these keywords will help us get your website ready for search engine submission.

Reply: