

Website Design Questionnaire

Please complete and return the following questionnaire. Your response will help to define the initial direction of your new website based on a clear understanding of your vision, type of business and requirements. Client input is the foundation upon which successful website designs are built.

This questionnaire will help you articulate and identify the overall goals of developing your website, including specific answers regarding the message, audience, look and feel, and application.

Each key decision maker in your company should fill out his or her own portion and answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of the survey.

CONTACT INFO

Company Name: _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Mobile Phone: _____

Website Address: _____

Company Address: _____

Present URL: _____

Domain Names owned: _____

Present web host: _____

Server type: _____

Unix / NT / Other

1. Describe your company and the industry you are involved in. How does your company differ from others in the industry? What are your major concerns in your business & it's industry?

2. What is the mission or purpose of the organization? Please state your mission statement if you have one, as well as any additional information to assist me in understanding your business purpose.

3. Who are your main competitors? Do they have websites and if so, what are their addresses? What do you like and dislike about their sites? What do their sites have that you do or don't want on yours?

4. What are the short-term goals of the site? What are your main reasons for building a site? What do you see as the goals for the next year?

5. What are the site's long-term goals? What are your future needs on the site 1-5 years from now?

6. How will you measure the websites success?

7. What are your scheduling requirements? What are your reasons for that schedule?

8. What is your website budget? Please list both the financial limits and the time-commitment limits from your business towards this project.

9. What is your budget for maintaining your website? Please list a budget for domain name registration (annual), web hosting (monthly), and updating.

10. What information do you want to be sure to include on your website?

11. Do you have any specific graphics you wish to be included on your site? Please add which of these graphics you will supply & which will need to be created for the site.

12. Why will people come to your site? What tasks will they want to perform on your site?

13. Who are the intended audiences? Who do you plan on using or seeing your site?

14. What goals do you have for each of your intended audiences? What are the most important functions you wish to provide for each type of user?

15. What kinds of customers do you cater to? Please describe each type of customer.

16. What services can you not provide now that your website will assist you with?

17. Where will your website content come from? Who will be providing the basic text? What print materials do you presently have?

18. How often do you see your site needing updating? How do you plan to accomplish this? Who will update for you?

19. If this were a magic website where anything was possible, what would you like your website to do? Please list any ideas you have remembering that this is a magic website in a perfect world.

20. Please rank the following in order of importance to you from 1 to 10:

- | | |
|--|---|
| <input type="checkbox"/> Building a core base of repeat visitors | <input type="checkbox"/> Finding new customers |
| <input type="checkbox"/> Time to market | <input type="checkbox"/> Providing info for present customers |
| <input type="checkbox"/> Staying within budget | <input type="checkbox"/> Ease of use |
| <input type="checkbox"/> Ease of maintenance | <input type="checkbox"/> Projecting a quality image |
| <input type="checkbox"/> Surpassing competitors websites | <input type="checkbox"/> Reinforcing marketing strategy |

21. Homework phase: The more time you put into this section of the questionnaire, the better able I am able to assist you with your site. This phase is extremely important to the website project. Please find the 3 best web sites on the web that describe each area listed below:

- Same target group of customers as your business.

- Has the layout, colors, look, and feel you prefer.

- Has similar content and quality to what you wish to provide your customers.

- Has similar functions to what you want on your site.

- Offers similar services to what you want such as community, discussion groups, polls, FAQs, etc.

- Your personal favorite sites on the web in general and what you like about them.

- List 3-5 adjectives to describe your business. i.e. professional, sophisticated, casual, fun, friendly, etc.

Click the "SUBMIT" button below to send this completed questionnaire to Dina's Desktop for review.

Highlight questions where you need further clarification or explanation. As much detail as possible is preferred, but anything you can provide initially will help guide me in defining the initial direction for your project.