

Client Questionnaire

Your Company

Describe your company in a few words or provide a mission statement if you have one.

What is the nature of your business?

Does your company have an existing website?

What are your company's three biggest problems it is trying to solve?

Who are your competitors?

What are their strategies?

Do they have websites? If so, what are your comments about it?

Do you have an existing or intended website address? If so who do you host it with?

Your Audience

What is your target audience/market?

How is your business currently perceived? What sort of image do you want to portray through your website?

What types of people do you expect will visit your website most often in terms of their age, gender, occupation and income?

This Project

What goals do you have for this project?

How will you judge the success of this project?

Is there a budget for this project?

What is the deadline for the completion of this project?

Organization and Functionality

What Functionality are you looking to have on the website?

Approximately how many pages/sections will your website have?

Who will be responsible for making changes to the website and providing it with new content?

Will there be a need for blogging capabilities on your new website?

Is there a need for secure sections on your website where users would need a password to gain access to?

Will your new website feature and video, music, or animated content?

Design

Do you already have a logo or branded materials such as business cards, stationary?

Do you have branding materials that can be used such as a logo, business card, brochure, print ads, etc?

Will you require assistance in branding or re-branding your company?

How should people describe your new site on first impression of it? What are some adjectives that would describe your site?

What colors and imagery convey the personality and tone of your business?

Do you already make use of a consistent color scheme?

Are there any particular websites that you like? Why?
(specific page elements, colours, typography, photos, etc.)