

WEB DESIGN QUESTIONNAIRE

Helping your business succeed online through design, development and social strategy.

Date: _____

OFFICIAL ONLY

Project Name: _____

Project Type : A | B | C | D

Let's make it easy to understand the project. You are team member of this project. With your cooperation and support during the project will help a lot to complete project in time.

1. PROJECT INFO

1.1	Name	
1.2	Type	
1.3	Do you have a vision statement or a tagline you want include?	
1.4	Contact Information	
	Owner Name:	
	Mailing Address:	
	Phone:	
	Fax:	
	E-mail:	
	website URL (If exist):	
	Facebook Page:	
	Youtube:	
	Other:	

2. PROJECT DETAILS

2.1	Briefly describe the objective of the website	
2.2	What services or products do you offer?	
2.3	We can help you...	<input type="checkbox"/> Marketing Campaign <input type="checkbox"/> Branding Exercise <input type="checkbox"/> E-commerce Site <input type="checkbox"/> Company website <input type="checkbox"/> Online Application <input type="checkbox"/> Product Support

3. TARGET AUDIENCE

3.1	What type of visitors do you want to draw to the website	
3.2	What is the focus of the site?	

WEB DESIGN QUESTIONNAIRE

Helping your business succeed online through design, development and social strategy.

Date: _____

OFFICIAL ONLY

Project Name: _____

Project Type : A | B | C | D

4. VISUAL DESIGN SPECIFICATIONS

This section is intended to gather as much details on the look-n-feel of the site that is desired.

4.1 LOGO				
4.1.1	Do you have an existing logo?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If yes, please provide us with the high resolution logo files.
4.1.2	Do you want your logo to be created/redesign?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

4.2 COLOR SCHEME				
4.2.1	Do you have a corporate color & would you like to use it on the website?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
4.2.2	If yes, please specify color scheme			
4.2.3	Do you have a preference of background color?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
4.2.4	If yes, please specify color scheme			

4.3 IMAGE				
4.3.1	Do you have high quality professional images you want to use for your website?	<input type="checkbox"/> Yes	we will need digital versions sent by email or ftp or any other medium.	<input type="checkbox"/> No
4.3.2	Will you need us to help you find good stock photography (the cost for stock images will be added to the project)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No
4.3.3	Is there any website that has graphics/imagery you admire?			

4.4 TONE				
4.4.1	What tone do you want the site to reflect?	<input type="checkbox"/> Dynamic	<input type="checkbox"/> Artistic	<input type="checkbox"/> Fun
		<input type="checkbox"/> Corporate	<input type="checkbox"/> Portal	<input type="checkbox"/> Other

WEB DESIGN QUESTIONNAIRE

Helping your business succeed online through design, development and social strategy.

Date: _____

OFFICIAL ONLY

Project Name: _____

Project Type : A | B | C | D

4.5 LAYOUT			
4.5.1	How do you want the design to be laid out?	<input type="checkbox"/> LEFT ALIGNED	<input type="checkbox"/> CENTER ALIGNED <input type="checkbox"/> EXPANDABLE
4.5.2	Any sample website features the similar layout to what you would like?		

4.6 NO OF PAGES				
4.6.1	How many pages do you want in your website?	<input type="checkbox"/> 1-5	<input type="checkbox"/> 5-10	<input type="checkbox"/> 10-20 <input type="checkbox"/> 20 & Above

4.7 MENU STYLE		
4.7.1	Where would you prefer the navigation menu to be placed?	<input type="checkbox"/> TOP <input type="checkbox"/> LEFT

4.8 MENU STRUCTURE	
4.8.1	<p>Top menu structure example</p> <div style="border: 1px solid gray; padding: 5px; margin: 5px 0;"> <p>Header Area - logo and corporate name.</p> <p>Home About Us Services Products Contact Us</p> </div>
4.8.2	<p>Left hand side menu structure example</p> <div style="border: 1px solid gray; padding: 5px; margin: 5px 0;"> <p>Header Area - logo and corporate name.</p> <ul style="list-style-type: none"> » Home » About Us » Services » Products » Contact Us </div>
4.8.3	If any other concept

WEB DESIGN QUESTIONNAIRE

Helping your business succeed online through design, development and social strategy.

Date: _____

OFFICIAL ONLY

Project Name: _____

Project Type : A | B | C | D

4.9 MENU Level			
4.9.1	Is there menu going to be of multilevel (dropdown menu)?	<input type="checkbox"/> 2 Level Dropdown	<input type="checkbox"/> 3 Level Dropdown

4.10 REFERENCE SITES	
4.10.1	Is there any site that you like and would like to emulate?
4.10.2	What did you like in the above mentioned sites?
4.10.3	Anything you did not like in the above mentioned sites

4.11 COMPETITION SITES	
4.11.1	Are there websites that you think of as "the competition?"

4.12 BASIC PAGES	
4.12.1	Homepage - same look and layout as other pages OR
	Homepage - with a different look and layout than other pages
	About us - company profile
	Contact us page with feedback form
	Testimonials or list of clients
	Inner page Template layout <input type="checkbox"/> 1 Column <input type="checkbox"/> 2 Column <input type="checkbox"/> 3 column <input type="checkbox"/> other

5.13 ADDITIONAL PAGES	
5.13.1	Please specify
	Other page Template required: <input type="text"/>

WEB DESIGN QUESTIONNAIRE

Helping your business succeed online through design, development and social strategy.

Date: _____

OFFICIAL ONLY

Project Name: _____

Project Type : A | B | C | D

Any Particular Technology Preferred	<input type="text"/>
--	----------------------

5. WEBSITE PROMOTION

5.1	Do you wish to promote your website?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5.2	How do you wish to promote your web site?	<input type="checkbox"/> URL Submission – Search Engines	<input type="checkbox"/> Developing Special “Web Offers”
		<input type="checkbox"/> Social Media Ads	<input type="checkbox"/> News Groups & Mailing Lists
		<input type="checkbox"/> Mutual Pointers (Link Exchanges)	<input type="checkbox"/> Targeted E-mail
		<input type="checkbox"/> Mobile Application	

6. PRINT MEDIA

5.1	Will you want printed materials (business cards, catalog, etc.) produced as well?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------	--	------------------------------	-----------------------------

7. BUDGET AND DEADLINE:

7 Budget ad deadline	
7.1	What is your budget?
7.2	Prefer deadline of project

8. DOMAIN REGISTRATION AND HOSTING:

7 Domain name and hosting	
7.1	Do you have a registrar or web host chosen? If not, let us help to find best services you need?

WEB DESIGN QUESTIONNAIRE

Helping your business succeed online through design, development and social strategy.

Date: _____

OFFICIAL ONLY

Project Name: _____

Project Type : A | B | C | D

9. ANYTHING ELSE YOU WANT TO TELL US:

Initial Payment Received: _____

Please note, initial payment 25% to 50%(depending on size of project) required before start project.

Submitted by: _____

Contact No. _____

Signature : _____

Thank You for your valuable time and effort.