**Web Design Client Questionnaire**

Our aim is to build a site that **you** want, and not guess at what we *think* you want. Quite often, especially when this is a client’s first site, the client doesn’t always *know* what they want. If you have not already developed a “website specification”, then this questionnaire will help us understand what you want and will streamline the design process. We will be able to quote more accurately, and you will know what you will be getting, by when and how much it will cost.

|  |  |  |
| --- | --- | --- |
| Name: |  | |
| Company Name: |  | |
| Email Address: |  | |
| Phone Number: |  | |
| Website Address: |  | |
| Who hosts your website: |  | |
| Briefly describe your company: |  | |
| **Overview**  The Overview should lay out your existing situation.  Are you planning a brand new website, an overhaul of an old site or just a cosmetic makeover? |  | |
| **Aims and Objectives**  Here you need to explain what you hope to achieve by building a website. Is the site to act as a ’shop window’ for your business (brochure site), are you trading online (e-commerce). Will you be collecting money, if so do you accept credit cards, etc?  Use this section to provide an insight into the type of website you need. |  | |
| **Audience**  Describe the users you intend to attract to your website. |  | |
| **Design Specification** | | |
| ***Layout*** - For example, you may have a preference for a navigation menu to be on the left or horizontally across the top, you may love or hate drop down or animated menus. Do you prefer a fixed width or fluid layout (so content fills the width of the screen no matter the size of screen). | |  |
| ***Colours*** – it is usual for a website to reflect or at least blend with the colours of an existing logo. The style of the logo can also go some way to dictating the look and feel of the site. After all, this is your ‘brand’ and your identity should follow through all your communications with synergy. Here you can identify if you have any particular colours that you want used or not used, any preferences for the colour of the main text, the rollover colours for links, the button colours or styles, etc. | |  |
| ***Look and Feel* –** Beyond the colours and fonts, it’s important to also mention any messages, feelings or attributes that you want your site to convey. These could include friendliness, warmth, integrity, reliability, excitement, youthfulness, sympathy, professionalism, intelligence or otherwise assuring people that you are an authority on the product or service you provide. | |  |
| **Sample Sites** Please provide links to some sites that you particularly like or dislike and give brief comments on what you like/dislike about them. These sites do not have to be in your own industry as you are demonstrating look/feel, however, it is also useful to the designer to provide some competitor sites to learn from how others might be selling similar products and services, and how you can emulate or differentiate. | |  |
| **Pages:**  Please list the pages you would like on your site. Please indicate any pages which need to be sub-levels, eg.   1. Home 2. About Us 3. Services    1. Copywriting    2. Website design    3. Telemarketing 4. Contact Us 5. Testimonials 6. FAQs | |  |
| **Media & Special Features:**  Please detail any requirements eg. video, moving images, image gallery, map, online payments, interactive feeds (facebook, twitter feeds) | |  |
| **Timetable**  Do you have a date by which you would like or need your site to ‘go live’? | |  |
| **Budget**  The quote that we provide you will be based on your requirements as detailed in this document and not on your budget. If there is gulf between the two, we will advise you of the amendments you will need to make to the spec in order to bring the site in line with your budget. | |  |
| **Content** Copy for the website is always provided by the client, unless otherwise agreed. In order not to delay the timetable, content must be ready and provided to us in good time for targets to be met. Will you be providing us with images for the site or do you want us to source appropriate images? If so, please detail the kinds of images you require. | |  |
| **Content Management** Will you want your site to be updated regularly? Will you want us to update your site or would you like to be responsible?  Make sure you are clear on what you expect to be able to do in your content management system. This can be crucial to the design so needs to be agreed upon at the outset, before the build. | |  |
| **Social Networking** If you are active, or intend to be active, with Twitter, Facebook, etc., establish how these will be reflected in your website. You may just want links from your home page to each of the networking sites, or you may want a feed coming into your web pages.  *Please let us know if you need any advice on how to set these up and how to use them to benefit your business.* | |  |
| **Keywords and Phrases**  What keywords or short phrases will people use to find you on the internet? | |  |