Web Design Questionnaire

Project Scope Overview

1. What is the scope of your project?

Check all that apply:

[ ] Web design   [ ] Graphic Design

[ ] Web development   [ ] Branding & Identity design

[ ] Web Programming   [ ] Other Graphic design (labels, brochures, etc.)

[ ] E-commerce   [ ] Database development

[ ] Content Management

[ ] Blog

[ ] Search Engine Optimization / Search Engine Marketing

[ ] E-Marketing / Newsletter campaigns

[ ] Website maintenance

[ ] Website hosting

[ ] Other:

2. Overall site objectives:

[ ] Establish a new Web presence

[ ] Increase marketing and product branding

[ ] Increase sales

[ ] Generate business leads

[ ] Increase international presence of the organization

[ ] Generate requests for information

[ ] Support existing advertising, promotional efforts

[ ] Offer customer service

[ ] Provide latest information on new products/services, sales, promotions or events

[ ] Build a database for emailing

[ ] Provide directions to consumers

[ ] Feedback forms, contact forms, auto-responders

[ ] Online search

[ ] Survey customers/prospects

[ ] Recruit new employees/post job opportunities

[ ] Sell a product or service online

[ ] Display a sample portfolio of products or work online

[ ] Display an online menu or pdf file

Web Design Objectives

1. What are the main objectives of your website?

2. How has your current site achieved / not achieved your goals?

3. Key messages to convey?

4. Design aspirations?

[ ] High caliber design   [ ] Mid-range design   [ ] Very basic site

5. Key words to describe look & feel?

6. Brand consistency & Marketing materials

Have it   Need it

[ ]   [ ]   Professional logo, identity & brand standards

[ ]   [ ]   Corporate collateral

[ ]   [ ]   Other print collateral

7. What is your proposed website architecture / navigation structure?

Example:

HOME
ABOUT
SERVICES
PRICING
GALLERY
SOCIAL
CONTACT

8.) Do you need additional languages other than English? What other Language do you need?

9.) Do you have someone to translate the copy for you?

Technical requirements

1. E-commerce requirements. Will you sell products or services online?

Will you need to integrate your store with back-office accounting, shipping, and inventory databases. Tell us your needs:

2. Content Management. How often will you change content? Who will manage it? How technically savvy is your staff?

3. Web Database. Will your site show/display any information from a database?

4. Web programming. Do you have custom programming requirements, or a custom web application that will be built into your website? Describe your needs:

5. Payments. Does your site need to accept online payments?

6. Other Requirements? (list, if any)

Web Marketing

1. How does your company currently market itself?

2. How is business generated?

3. How do people find you offline?

4. How do people find your website?

5. How do you drive traffic to your website?

6. How many people visit your website?

7. Which products or pages are most popular?

8. What feedback have you had about the site?

9. What other online sources provide information relevant to your topic?

10. Who are your online competitors?

11. Will you monitor website traffic?

Customer Demographics

1. Who is your customer?

2. How do they make a buying decision?

3. What are their key criteria for buying your product/service?

4. How do they hear about you?

5. How do competitive products/service position themselves compared to yours?

6. What is unique and superior about your products/services?

7. What is the "experience" you want customers to have from start to finish when interacting with you?

8. What problem do you solve for your customers? What is that problem costing your customers?

9. What is your solution? Is it comprehensive?

10. What are the benefits of your solution? What are the advantages?

11. What proof do you have that your solution is unique and better?

Resources and Deliverables

1. Who will provide the following resources?

Client   Invictus MKTG

[ ]   [ ]   Stock Photography

[ ]   [ ]   Company photography

[ ]   [ ]   Other Artwork / Illustrations

[ ]   [ ]   Graphic Design / Web Design

[ ]   [ ]   Copywriting

[ ]   [ ]   Database structure

Contact Information:

Company Name: _____

Client Name: _____

Client Contact Number: _____

Client Email: _____

Do you have a domain name? If so, what is it and who is the host of your domain?
If not, What domain name would you like for your site?

Do you have a specific email address you would like to use as the admin for this site? If so,
What is the email address?