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# Web Design Questionnaire

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This questionnaire is an important part of the website building process. It helps organize the goals for your project in a way that we can understand and use to accurately provide you with a quote. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing a quote and set up a phone conference to get into the specifics.

**ONCE COMPLETED, PLEASE SAVE THIS DOCUMENT AND RETURN IT VIA EMAIL TO [INFO@INLANDEMPIREITSERVICES.COM](mailto:INFO@INLANDEMPIREITSERVICES.COM)**

## Contact Information

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Your Name: \_\_\_\_\_

Your Business or Organization Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_

## About Your Organization

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Tell us about your company. What do you do? Where are you located?

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## General

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What is your current (or intended) web address/URL?

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Do you have a web host? If so, what are the technical specifications?

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What is the intended launch date for the new site?

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Have you already established a budget for this project? If so, please indicate your budget below.

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## Site Redesign (If this is not a website redesign, please skip this section)

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What is your main goal for this redesign (e.g. better user experience, update look and feel, target different audience)?

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What aspects of your current site do you feel are successful, and why?

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What aspects of your current site do you feel are unsuccessful, and why?

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Do you plan to use content from the existing site, and, if so, which portions?

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## Project Goals

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Briefly describe your concept for the site. What service should it provide?

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What is your main reason for this project (e.g. promote new product/service, make the site user friendly, target a specific audience)?

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What end result would determine that the web site is a success (e.g. number of contact forms submitted or phone calls)?

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Are there other considerations that could impact the project schedule (e.g. new product launch, marketing campaign)?

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## Target Audience

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Describe a typical user who will visit your site (gender, age range, location, level of Internet experience). Provide more than one profile if applicable.

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What action(s) should a user perform when visiting your site (search for information, sign up for an account, purchase a product or service)?

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What are the key reasons why the target user chooses your company's products or services (cost, service, value, etc.)

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Do you know how many people visit your site each day, week or month?

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## Content

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Please identify any pages or features you envision as part of your site:

Basic	Special	Applications
<input type="checkbox"/> Home	<input type="checkbox"/> Newsletter Signup	<input type="checkbox"/> Registration/Login
<input type="checkbox"/> Products/Services	<input type="checkbox"/> Videos	<input type="checkbox"/> Online Store / Shopping Cart
<input type="checkbox"/> Contact	<input type="checkbox"/> Image Gallery	<input type="checkbox"/> Online Payments
<input type="checkbox"/> Upcoming Events	<input type="checkbox"/> Online Store	<input type="checkbox"/> Customer Forum
<input type="checkbox"/> Directions	<input type="checkbox"/> Search	<input type="checkbox"/> Blog
<input type="checkbox"/> Staff	<input type="checkbox"/> Request Forms	<input type="checkbox"/> Online Booking / Calendar
<input type="checkbox"/> FAQ's	<input type="checkbox"/> Uploads/Downloads	<input type="checkbox"/> Customer Surveys / Polls

Please list any additional or custom pages you would like.

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## Content Management.

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Who would you like to be responsible for the updates?

- Web site developer     I'd like to update it myself

What is your skill level using computers and the internet?

- I am completely new to computers     I can get around but need help sometimes  
 I am comfortable navigating anything on my own     I am strong computer user

## Design

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Use words to describe the look and feel you want (e.g. clean, balanced, modern, friendly)?

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Is there a specific theme you had in mind to incorporate into the website?

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Do you have ideas of the colors to be used, and colors you don't like?

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Do you have existing business cards or other printed materials we need to match the website to?

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**Please provide a list of websites you like or don't like.**

Like  Don't Like Web site: \_\_\_\_\_

Like  Don't Like Web site: \_\_\_\_\_

Like  Don't Like Web site: \_\_\_\_\_

Like  Don't Like Web site: \_\_\_\_\_

Like  Don't Like Web site: \_\_\_\_\_

**Please provide a list of competitors' websites.**

Web site: \_\_\_\_\_

Web site: \_\_\_\_\_

Web site: \_\_\_\_\_

Web site: \_\_\_\_\_

**Do you have layout requirements or preferences?**

No preference  Stretch entire width of screen

1024 x 768  Responsive

800 x 600

**Navigation (main menu):**

No preference  Vertical left

Horizontal  Vertical right

**Do you have a logo?**

Yes  No

**If "Yes", do you have a digital copy of your logo?**

Yes  No

**Have you identified a tagline (e.g. "Reach out and touch someone")?**

Yes  No

List any important words you want people to associate with your company image/brand.

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Do you have photos for your web site?

Yes  No

If "Yes", do you have the photos in digital form?

Yes  No

Do you have graphics or other artwork for your web site?

Yes  No

If "Yes", do you have the photos in digital form?

Yes  No