

Website Design Questionnaire

Please take some time to fill in the questionnaire below - fill in as much or as little information as required. There is room for extra notes at the end of the document.

1. General Information

Business Name:

Company Contact:

Current Website Address:

(if applicable)

Type of Business:

2. Background

What is the purpose of your business?

Who are you customers?

How important is a website to your business?

3. Market Position

Who are your main competitors:

(Please add URLs if available)

How is your company different from the competition?

What is your unique selling point?

4. Target Audience

Describe your target audience:

What would your target audience be looking for on your website?

5. Brand

Does your business have a current logo? (if so, please supply)

Does your business have a style guide? (if so, please supply)

Does your brand use any particular typefaces / fonts: (please list)

Does your business have a slogan / tag line that should be included in the website?

Describe your brand identity:
(how your business is perceived by your audience)

6. Objectives

What is the purpose of the website project / why does your business need a new website?

7. Layout & Navigation

Do you have a preference for the alignment of your website?

(e.g. left, right, centered)

Please list the main navigation items for your website:

Would you prefer a horizontal or vertical style navigation:

Will you need a sub-navigation:

(e.g. drop down/side navigation)

8. Call to Action

Are there any specific items on website that will need extra attention?

(e.g. get a quote/view our products etc)

9. Extra Elements

Are there any extra items not yet mentioned that will be required:

(e.g. latest news, sign up to our newsletter, member login)

10. Photography/Images

Would you like us to source images/photography for the design?

(If yes, please specify any types of images that you would like to include)

11. Intended style

Please list some keywords that will help to define your style:

(dark, corporate, bright, modern etc)

Please list any colours that you would like to see in the website:

Describe your intended website's look & feel:

(If it helps, describe your website's intended persona. i.e. a description of your website as if it were a person)

12. Reference Websites

Please list names and URLs of organisations who have websites that you like or dislike and give a brief description why.

Name:

URL:

Like / Dislike:

Name:

URL:

Like / Dislike:

Name:

URL:

Like / Dislike:

Name:

URL:

Like / Dislike:

13. Extra Information

Please add any extra information that may help in the design process for your website:

