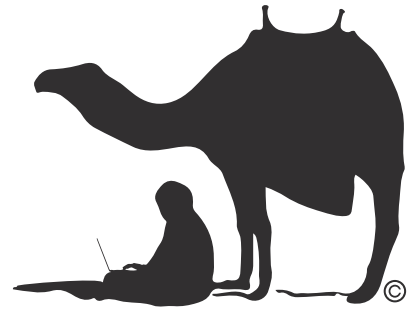


# WEB DESIGN QUESTIONNAIRE



Name:

Email:

Mobile Number:

Company or Business Name:

1. How would you describe your products and/or services?

2. What are the long term goals of your company/organisation?

3. What do you want your new website to accomplish?

*This question helps me to understand your focus.*

4. Who are your main competitors/organisations offering similar services?

*Having you provide web links allows me to get a better feel for the market and competition.*

5. How are you different from your competitors/other similar organisations?

6. What's the age range of your target customer base?

7. Have you established you main market? Please include details below.

## PROJECT RELATED QUESTIONS

8. Do you have a professionally designed logo and/or tag line?

*If not, the design process must begin here! A well designed logo can make or break your business.*

9. Do you have any specific imagery/video footage in mind for your website?

10. Do you have any colour preferences or existing brand colours?

11. Do you have any colours that you do not wish to use?

12. What adjectives best describe your business/organisation?

13. What feeling or message do you want your website to convey to those who view it?

14. How would you like the typography to appear?

*Example: script, bold, light, hand drawn, custom lettering*

15. Do you require domain name registration & website/email hosting services?

16. Do you require any custom development such as a shop function, booking system or other? If you have a POS system, please supply details to ascertain if this can be hooked up to the website for streamlining stock & account systems. Similarly, if you are connected to any sites e.g booking.com, airbnb, tripadvisor or other, please provide all details.

17. Do you require any custom development in terms of automatic import of information or updates from an in-house system, or similarly, custom exports of information that are required for you to run your business? Please mention any details of any other customisations you may require here.

18. Would you like any additional design services to be packaged with your new website?  
*Example: logo, stationery, brand identity guidelines, custom illustration, advertising design etc.*

19. What's your preferred deadline, time frame or exact date of completion?  
*Please be aware that the lead time for a standard brochure site is 6 to 8 weeks minimum. ECommerce & sites with custom functionality include a minimum lead time of 12 to 16 weeks development.*

20. What logos/design/fonts appeal to you and why?  
*Please supply links or visual examples if possible.*

21. What is your budget & have you researched current professional design costs for web design & development and/or graphic design?

22. How many people will be associated with design decisions on your end?  
*This refers to anyone who will be contacted for feedback on the design. Please supply names, contact details & their job description.*

23. Are you aware of the LEO Trading Online Voucher Scheme? Have you been in contact with them and/or do you require more information?

24. Please feel free to add anything else you think might be relevant or include any queries you might have.