

Client Questionnaire

Step 1: Client/Project Information

Company Name:

Contact Person:

Project Name:

Date:

Project Description/Details:

Client Questionnaire

Step 2: Design Discovery

What are your objectives with this website design / redesign?

Think in terms of results you are trying to obtain or achieve rather than specific functionality or content you want to see on the site. Your objectives will determine features and functionality.

Rank the importance of your objectives.

Objectives cannot have equal importance.

Client Questionnaire

Step 2: Design Discovery

What is the primary action the site visitors should take when coming to your website?

i.e. make a purchase, become a member, search for information.

Who is your target audience?

What different segments / types of users will visit your site: Customers, employees, job hunters...

Client Questionnaire

Step 2: Design Discovery

Rank your users / segments in terms of importance.

No user / segment can be of equal importance.

What task are your users trying to accomplish when they visit your site?

i.e. gather information, register, get a quote...

Client Questionnaire

Step 2: Design Discovery

What do your target users care about?

What are your main selling points, what is important to them, etc.

How computer savvy are your users?

Do they have new computers, surf the internet frequently, use social media, have personal websites, etc.

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Step 2: Design Discovery

How are you going to promote your site?

SEO, PPC, Viral, Social Media, PR, Traditional Advertising, eNewsletters, e-mail, Banners, Affiliate Marketing.

If you could only communicate one message to your users what would it be?

One simple, clear concise thought - no run on sentences.

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Step 2: Design Discovery

Do you have any pre-established brand themes, colors or imagery?

Logos, trademarks, taglines, etc.

What should users think and feel when they look at your site?

Try to keep this to less than 3 sentences.

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Step 2: Design Discovery

List the URLs for your top 5 competitors.

- 1.
- 2.
- 3.
- 4.
- 5.

List the URLs of the top 5 websites you find compelling and explain why.

- 1.
- 2.
- 3.
- 4.
- 5.

Client Questionnaire

Step 2: Design Discovery

Select one word from each row to determine the design tone.

The word pairs are opposites so if you can't definitively select one word over the other you should select neither.

- | | | | |
|-----|--------------|---------|-------------|
| 1. | CONSERVATIVE | NEITHER | PROGRESSIVE |
| 2. | COLD | NEITHER | WARM |
| 3. | TRADITIONAL | NEITHER | INNOVATIVE |
| 4. | FUN | NEITHER | SERIOUS |
| 5. | MASCULINE | NEITHER | FEMININE |
| 6. | CASUAL | NEITHER | FORMAL |
| 7. | ENERGETIC | NEITHER | LAIID-BACK |
| 8. | TRENDY | NEITHER | CLASSIC |
| 9. | SPONTANEOUS | NEITHER | ORDERLY |
| 10. | LOUD | NEITHER | QUIET |
| 11. | SOLITARY | NEITHER | POPULAR |
| 12. | UNIQUE | NEITHER | FAMILIAR |
| 13. | YOUNG | NEITHER | OLD |

NOTES:

Client Questionnaire

Step 3: Sitemap

List the pages in order of importance that you would like to have on your website.

i.e. Home page, About us, Contact us, etc.