

FRANKBRANDS

This is our Web Site
design questionnaire

Below you will find a questionnaire which is the first stage of your website. It is meant to help gather information about your business for the development process.

Please try to give accurate, thoughtful and detailed replies to the questions. Your replies will help us gain valuable insights on your company, the business you conduct, and your customers, as well as your taste and personal preferences.

Your replies will help us formulate goals your new website will be required to achieve and also design the very best strategically positioned result.

THE BENEFITS OF DISCOVERY

The Discovery Process organizes all of the business goals & requirements as well as brand considerations into a single document. It enables successful collaborations, and helps yield targeted solutions to reach your audience with laser precision.

Answering the questions below will offer insight into your strategic and business goals, help us both determine a website direction that fits your company, and most importantly, one that speaks directly to your customer.

Skip any questions that clearly do not pertain to your needs, but please answer as many questions as possible. The more you share, the better job I can do for you.

Thank you!

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CREATIVE STRATEGY - WEBSITE DESIGN *page 1 of 4 pages*

Client Name

Type of Project

Contact Person

Project Title

message: What is the primary message you wish to convey to your audience with this site?

message: What are the overall goals you intend to reach with this site?

message: Who is your target audience? What is the customer profile?

message: How does the company differentiate itself from competitors?

message: What are the key reasons why customers might choose your company?

perception: Use three adjectives to describe how the site should be perceived by the user.
(e.g. conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)

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perception: Is this different than current image perception? (if applicable)

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perception: Describe or supply any visual elements or styles that can be utilized from existing marketing materials or collateral.

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perception: List any sites you find compelling. What do you find most interesting about them?

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perception: List sites of competitors site and briefly state what you like and dislike about their overall site.

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action: What is the primary action you wish your target user to take before leaving your site?
(e.g. download, browse, move along a specific path, email, order, explore, click button, call via phone, etc)

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action: What elements are key items you wish to be available on every page?

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content: Will this site use existing content (copy, art, photos, etc.)? or will I provide content?

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content: What is the basic structure of the content and how is it organised?

(e.g. is the text already written? Are images optimized for the web or are they images used for print? Is all the content organized in one location, or is it spread across the organization?)

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content: What elements do you see as "globals" or appearing on every page?

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technology: Are there specific technologies you would like to utilize?

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technology: Will you need database function? Do you already have the database in place? (Please include specific information about software and platforms used)

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marketing/updating: Briefly, what are your short-term marketing goals (in the next 1-2 years)

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marketing/updating: How do you anticipate this web site helping to reach those goals?

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content management: Do you intend on keeping this site updated? If so, how often? Who is responsible for updating and providing content?

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technology: Will you have need for secured e-commerce transactions? (Please describe)

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administration: Who are the primary contacts from your organization and who has final approval on the project? (Please list names, titles, email addresses and phone numbers if applicable)

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administration: What is your target launch date? What are the factors surrounding this deadline?

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administration: Do you already have a domain name in mind? Is it registered?

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legal: Are there cultural factors that will effect the interface design?

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