**Comfort F. Zayzay ID#: 4049**

**Web Design & management Final Project**

**Client Creative Brief Questionnaire**

***For:*** **Bakarry Aluminum & Glass Door & Windows Factory.**

**December 2021**

The objectives of this questionnaire are to uncover problems, to gather data, generate idea and build consensus to provide you a proposal that suites your needs. Moreover, the information gathered from here will be used to build your project visual identity.

**The Basics**

1. Business or organization name, location and URL

Ans: Bakarry Aluminum & Glass Door & Windows Factory. Boulevard Junction, Monrovia, Liberia.

1. Name and email address of Interviewee

**Ans:** Mr. Bakarry Alee

1. Briefly describe your company and the concept, product or service your site will provide or promote.

**Ans:** This company is a local company which is own by two persons with no international support. The company operate with mini and large entities. The products and services of this company is and highly affordable and durable and have customer services that brings in more clients and other company to do business with us.

1. How does this website project figure into your business model?

**Ans:** The website project figure serve as a main primary means to details and show out more different productiveness about the company and what we are involve into and capable of doing.

1. What specific needs does this project meet for your profit model?

In other words, if this website project fails to be effective for your business, how specifically does it affect your marketing, profitability or developmental goals?

**Ans:** It will be a disaster and a big declined in our business in a way that our products won’t be purchase and have limited growth in our company.

1. What is our goal for this website project? What are we trying to achieve?

**Ans:** We are trying to take advantage of the internet; moreover, to showcase our company work in order to achieve more customer and business partners.

1. What are your top three objectives?

**Ans:** Our top three objectives are: Developmental services, bringing in newly development, buildings and designs and Making profit for the growth of the company.

1. What thought, feeling, or action can we bring to life?

**Ans:** We can bring the feelings of infrastructure development in buildings and bringing forth boast to the company and country as large.

1. What qualities should the website project convey?

**Ans:** The website should be as easy as possible for perceivability, operable, and should be well understood for clarity reading and navigating throughout the pages.

1. Kindly provide us some descriptive adjectives for your products or services.

**Ans:** Durability, affordable, and designable .

1. What are the long-term and short-term marketing or developmental goals of the company or institution?

Ans: The company bigger plan and goals are to elevate, expand in and around Liberia and Africa as large. We also intent to grow widely as far as creating many branches or companies to partners with us internationally.

1. Describe any known opportunities for growth

**Ans:** We intended and plan to elevate our growth through our products and services with different companies in different locations and places to bring in more clients and business partners.

1. What kind of changes in image (visual/verbal) support these goals?

**Ans:** we would like to use an advertising animation that illustrate our productiveness and company goals what we can do and it will be with visual support.

1. How will your success of this website project be measured?

**Ans:** Yes! It will be measure base on our services and purchasing power we get.

**The Brand**

1. Please try to describe in as few sentences as possible the feelings you wish your website to evoke, and the brand attributes you want it to convey.

(E.g.: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

**Ans:** We want our website to show, professionalism, friendliness, sophistication, honesty and trustworthiness so as to ensure to our customer we are perfect and we do the right thing so as to bring in more customers, clients and business partners.

**Audience**

1. To the best of your ability try to describe the users of your site.

(E.g. Young people looking to buy music)

**Ans:** More company looking for business partnership and more customers and clients

growing the company.

1. Where/how do people currently learn about your company/product/service?

**Ans:** People learned from our company through social media advertisement and our website.

1. Why does your target audience need this website?

**Ans:** So, they can be able to contact the company and to do business with them.

**The Competitors**

1. Name two or three primary competitive sites plus their web addresses.

Please comment on the strengths and weaknesses of these sites:

**Ans:** Modern House furniture’s, Alpha Aluminum Inc. City Builders, their strength is

higher quality products and their weakness is the low level of discount to customer

purchases. Their site also doesn’t have good warranty reasoning.

1. How is your service/product/company difference from them?

**Ans:** We are different from them because of our product durability and our services 20% discount available to purchasing made.

1. What are your competitors telling your audience that you should be telling them?

**Ans:** They are telling them that our buying or purchasing discount rate is high and its causing lose of customer in their company and business.

1. How and where do your competitors engage with their audience?

**Ans:** They engaged with their audience physically and through online purchases or the website.

1. How is the competitors' customer different from yours?

**Ans:** Our customers are different from our competitors because of our customer services are flexible and well respected.

**Scope and Features**

1. In number of pages, how many templates will you need?

**Ans:** 10. I measure 10 because this will gather information and details that will cost for the project and convince customers.

1. Do you currently work with a content management system?

If so, please tell us which system and describe its capabilities and limitations (or point us to a web address where we can find out more about it).

**Ans:** No

1. Do you need a content management system for this project?

If so please describe the features you would like to see included.

(E.g. updatable news, multiple authors, comments, search, archive, forum etc.)

**Ans:** Yes. The content management system helps and allow in customers and other people to send in messages, comment on the site, make purchasing and express feedback. It also will help in our data and information be store as long we exist.

1. Is the content already created for this project(site)? If not, how soon do you anticipate having it ready?

**Ans:** Yes.

**Design (Tone and Visual)**

1. Describe the site’s desired look and feel, personality, or approach by using adjectives and short phrases (**e.g.:** Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated,” etc.)

**Ans:** Easy to navigate, flexible, user friendly and perceivable.

1. Please try to describe in few sentences how content (images and words), flow of information (narrative), interaction (physical or virtual), and users’ behavior (pro and con) should affect the mood and style of the propose website

**Ans:** We want customers, people, business partners and other companies to see the site as a new innovation to buildings and new infrastructure within and around the country. We want the site to be a source of communication to both the company and outside the company.

1. Please list some website projects that you like and explain why.

**Ans:** <http://www.k-bei.com>.

1. Do you already have wireframes ready on how you see the layout of the site?

(If not don’t worry we can help you with that too. However, if you have, it can help us in giving you a better price quote for this project.)

**Ans:** No.

1. Are we developing new images or picking up existing ones?

**Ans:** We developing new images and pick some old images.

1. What type of thematic iconography makes sense and is appealing for your website project?

**Ans:** Enterprises and Customer Iconography would be best suitable for our site.

1. How do your existing style guides and brand identity manuals affect this website project?

**Ans:** Our existing style guide and brand can not affect the any of these because of our management and uniqueness.

1. Kindly specific some design elements currently being used that should reflect your website project: type, color, format, imagery, copy, audio, motion, functionality, etc?

**Ans:** For color we used, Blue, Red and white. For imagery we used: bander, for motion and functionality we used animation and theme.

**Message**

1. What are you saying to users or potential clients with your website project?

**Ans:** We are saying that bringing beauty to development building is highly boastful and brings in investors.

1. What are you saying to users or potential clients with your website project?

**Ans:** We are saying making use of building materials and window glasses as we are involved into modernize the country.

1. Are the words already developed or do we need to develop them?

**Ans:** It’s already developed

1. What do we want audiences to take away and say to others?

**Ans:** We want them tell others that modernizing buildings and transparent window glasses brings out the beauty of the country and its infrastructure.

**Other Details**

1. What deliverables are you expected as we progress to the completion of the website project?

**Ans:** We would like to be expecting to see a structure or template of the site how its going work.

1. Any format parameters, limitations, and restrictions you will like us to consider?

**Ans:** Yes, I would like you to consider the prices as it being sole.

1. Are there any legal restrictions?

Ans: No.

1. What is the desired lifespan of this website project?

**Ans:**  We would expect the website to go for about 5-6 years.

1. Who needs to be informed of our progress? By what means?

**Ans:** Mr. Bakarry Alee, Manager.

**Additional Comments**

We’ve tried to keep this worksheet as general as possible, but every project is unique.

Here is your chance to add any extra information you think will be helpful.

**Ans:** We want our company to be known outside the country and to be easy to reach and finding more information about our products and services and our discounts on every product purchase.

***Thank You!***

Thank you for your effort and time.

Please save this document as your-org.doc (replace “your-org” with the name of your company) and email it back to us.

Please allow us a few days to respond. Thank you.