

A CLIENT QUESTIONNAIRE

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What does your company do?

Get a thorough understanding of who he is, what he does, how long he has been in the market, etc. help in the design process and the decisions you make throughout your relationship with your client.

Do you offer a service that makes you unique?

Examples :

- Very advantageous price
- Impeccable customer service
- An incredible guarantee or a fabulous return policy
- To be the exclusive supplier of a product / service in a certain field
- The quality of products / services
- Fast or free delivery...

If the customer has nothing set, it may be NOW when he should start articulating his assets!

What are the keywords related to your company?

This is a help for SEO but also for the definition of a communication concept.

Keywords examples: Red, quality, passion, Friborg, tradition, ...

Do you have a slogan / phrase that summarizes your profile?

The slogan is simply the message to convey in your communication. If it does not exist, you have to find it!

Who are your competitors?

Your client will already know who his main competitors are. It may be regional, national or global competition.

This will allow you to position your customer on the market and see what are its weaknesses, its opportunities compared to its competitors.

What is the profile of your customers and what are their needs?

Questions:

"Who is your target audience"?

"What is the ideal customer profile"?

What are the main objectives of the site?

"What do you expect from the website"?

Examples:

- Improve the brand image
- More customers at the store
- Offer online sales
- Improve brand awareness
- Highlighting a new product
- Use new technologies
- Be accessible on mobile platforms
- Collect email addresses to create a mailing list
- Encourage interaction on the site via comments or / and a forum
- Link the site with social networks...

If your customer does not know what he wants to do with his site, suggest some ideas, push it to do it!

How will you measure the success of the site?

Exemples :

- More visits to the store
- Sales improvement
- Number of registrations for a free trial of a product
- Number of users of the site forum
- Quantity of site traffic
- Number of followers on social networks (Facebook / Twitter).

Do you already have a website?

If yes, some questions:

- How old is the site (because the technology is changing ...)?
- Is it displayed correctly on mobile devices?
- Do you find it easy to use and edit?
- What CMS (Content Management System) does it use (if any)?
- What do you like about the current site?
- What do NOT you like about the current site?
- What would you like to see kept as content?

In a word, you want to learn from past mistakes, likes and dislikes of your customer and make sure your new website makes it stand out and seriously surpasses the previous version of their site.

Which websites do you like / hate and why?

To get an idea of what the customer likes is to know what to do to make it happy but also what NOT to do.

Which web components do you want to have on the site?

Examples:

- The possibility of changing the language / a multilingual site
- A shopping cart / E-commerce
- Social media components (widgets) (Facebook, Twitter, etc.)
- A mailing list and collect email addresses
- A blog
- Photo Galleries
- Videos from sites like YouTube or Vimeo
- A news page
- A project / product page with filters, storage, etc.
- An internal search engine
- The possibility for people to leave comments
- A quick contact form, a quote request or a booking form...

Do you have a logo, a graphic charter and standard documents with your identity?

Examples:

- Business card
- Letter with header
- Posters / Flyers
- Product / Service Sheets...

These documents will help you become familiar with your client's identity and may be the primary source of inspiration for design.

An inherent question that must always be asked:
"Are you satisfied with the existing visual identity"?

Other questions to ask, depending on the type / profile of the client:

- What is your budget for the website?
Is there a deadline for putting the site online?
- Is there someone responsible for updating the site?
- Who provides the content, texts, images, etc. ?
- Do you have information for managing your hosting and domain name?
- Do you have a Facebook / LinkedIn page?
- Are you ready to invest in an advertising campaign?
- Do you need to make photos / videos / ... of your products?