*Client input is the foundation upon which successful web sites are built. This questionnaire will help you articulate and identify the overall goals of your site re-design, including specific questions regarding message, audience, content, look and feel, and functionality. Answer each of the questions in a thorough but brief and clear manner, and add any additional notes or comments at the end of the survey.*

## General Information

1. What is the name of your company and your current or intended URL?
2. What is your intended launch date for the new site?
3. Do you have a specific budget range in mind for this project?
4. Reasons for your site design or re-design?
5. What are the main reasons you are (re)designing your site? (New business model, outdated site, expanded services, different audience, etc.)

## 

## Audience/Desired Action

1. Describe a typical user coming to your site. (include demographics, age, occupation, sex, and other relevant factors)
2. What is the primary “action” the user should take when coming to your site? (purchase, become a member, search for information, contact you, etc.)
3. What are three objectives of this site? (Most important first)

## 

## Perception

1. Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)
2. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.
3. List any URLs of sites you find compelling. What specifically do you like about these sites?

## Content

1. Will this site use existing content from the current site? If not, will you be creating content in-house or using an outside provider?
2. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site, or an expansion?
3. Describe visual elements or content which should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.).
4. How will the content of this site (along with functionality and navigation) expand or differ from your current site?

## Updating

1. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

## Additional Notes/Comments

*Please take as much space as you wish.*