**Website Design Questionnaire**

**About your company:**

Company name: K & C Chess Club

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Post code:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mobile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What does your company do?

Teach Chess in schools, after School clubs. Run external clubs to schools. Holiday camps. Private tuition and chess competition weekends.

**Site Maintenance:**

Do you already have a URL for your website? NO\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you need us to handle hosting? (N)

Do you need us to buy your domain? (Y

Do you wish to use a Content Management System (N)

What’s your deadline for this project? (N/A)

Roughly what is your available budget for the website project? (£\_\_\_\_\_\_\_\_\_\_)

*The next few questions will help us understand exactly what you’re after with this site. Please tick all that apply:*

**I want this site because (please tick all that apply):**

I need to build awareness for my brand Y

I need to offer a contact point to my clients Y

I need my company to have a better image online Y

I need to sell my product/service through my site Y

I need to use it to build customer loyalty Y

I need to reach people in many languages N

I need somewhere to promote my latest product/service Y

Other reasons: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**My site will be built to target:**

Business customers No

Consumers Y (Parents)

**I’d like to target clients who are:**

Children & Teens \_\_ In their 40s Y

In their 20s \_\_ In their 50s Y

In their 30s Y 60+ \_\_

**My clients come to me because:**

I offer excellent service Y

I have the best products on the market Y

I have the best prices on the market Y

Other: Advice about the current chess climate

**Do you want to expand your target audience in a certain direction? NO, More of the same.**

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**Any more specific features of your customers?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Some words about your company:**

Subsidiaries N/A

Average number of employees 1

**Someone’s searching the web for your business. What words or phrases will they search for in Google?**

Chess Tony London Kensington Notting Hill Central London Competitions Coaching training clubs teacher kids children after school club junior holiday camps beginner advanced

**What is it that makes your products or services unique in the market?**

Better than everyone else. My kids win everything!

**Do you have any proof that your services are better than your competitors? Awards etc.?**

Yes, loads.

**You need your new website to include:**

A basic HTML site Y

An HTML5/ CSS3 website Y

Responsive design for use on tablets & mobiles Y – few devices

A WordPress-based CMS No

Online Magazine Y, to an extent

Online forum/ blog Y

Newsletter system Y

Social network integration N

Intranet system N

Separate, dedicated landing pages N

A redesign of a current website N

Additional requirements: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What special features do you need your new website to include? (Tick all that apply):**

Registration form Y

Video streaming N

MySQL Database Y

Search panel Y

Multicolumn layout Y

Newsletter/ Email sign up forms Y

Information/ request forms - Contact Us page.

Uploads/ downloads - pdfs to download, no uploads.

Customer login N

An online store/shopping cart N

Online payment gateway N

Blog module N

Image gallery N

Image slider Y

Other features \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Who will provide the following resources? If not required, please write N/A:**

Stock photography [The Developer]

Company photography [*Your Company*]

Artwork/ Illustrations N/A

Translation costs N/A

Copywriting text [*Your Company*]

Professional logo [The Developer] (Low Priority)

Graphic design N/A

Other print collateral N/A

Metatags/ description [The Developer]

Font Licenses [The Developer]

**Does your company have a logo / established image & branding guidelines (e.g. fonts, colour schemes etc)? [N]**

**Do you have print materials (such as business cards or brochures) that need to be matched? [N]**

**What are the websites of your top 3 competitors?**

1. wallacechess.com

2. swchess.co.uk

3.

**If you had to pick 3 websites you would love to emulate, which would they be? Also, if you have any sites that you find particularly inelegant, please include those too!**

1. www.goldersgreenchess.blogspot.co.uk

2. http://www.jerseychessclub.com

3. wallacechess.com

**Would you like us to update your site or would you like to be responsible for updates?**

[I will update]

**How often do you require updates?**

Daily

1. Weekly Y

Monthly

Quarterly

Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Would you like to book a dedicated training session for you or your employees to learn to update the site? [Y ]**

**Is there anything else you’d like to say?**

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**That’s all for now! Thanks for taking the time to fill this in.**