Company details	
Client id: Company name:	
Company age: Current web page (if exists): Industry: Products offered by the company Product price range: Company mission: Desired function of the website Any additional information abspamer	e:
Competitor information	
Name: Website: Pros: Cons: How are you different from the	em?
Information about your	audience
Geographical location: Target audience	Demographics:
Age Group	
Annual income	-
Level of education	Audience's interests
Audience type	Usual client's profession
What are you looking to achie	ve with the website
	Results of past marketing research (if possible): Marketing problems (possibility of negative outcome):
Website design and style	
Website Type	
Is there a corporate style/desig	n in place?
Freedom of action in the visua	part of the design

Design has to be		
During the development	we should focus on	
Color scheme for the we	bsite	
When visiting your webs	site the client should	
What should definitely n	In your opinion, the worst website What should definitely be in your	designs online (please provide a link): e designs online (please provide a link): design:
Website functionalit	ty	
Planned website name: The website should have	following sections	
What functionality do yo	Other: ou expect from your website?	
What functionality do yo	Other modules: Planned update frequency: ou expect from your website?	Language versions:
	Special requests for the website fu	unctionality: