Web Design Questionnaire

**What is the timeline?**

**What values do you want to emphasize?**

Unique design and quality of the products.

**What makes your company stand out?**

(Don’t just think about the products or services, but the whole package.)

Nearly 5 decades of experience in what works best for concealed carry solutions and sporting use gun leather. We have been engaged many times by motion picture companies to create unique props for films. Our customer loyalty is outstanding.

**What is your most ideal customer?**

(What is the targeted demographic?)

Males between 18 and 55 are our largest group. These are people interested in firearms and shooting sports who are willing to wait and pay top dollar for the best work.

**What is the main goal behind the website?**

(What do you wish to accomplish for your website?)

To increase awareness of our product across the market and to provide an easy-to-use intuitive platform to present our holsters.

**What features must the website include?**

Some examples include:

* Easy navigation

(How do you want the navigation menu to look?)

* Intuitive design and user experience
* Value propositions

(Explains why customers should choose you over other competitors. Can be the core of your brand.)

* About us
* Existing and past client lists (NO)
* Creative ways to display authoritative website content
* Strong, clear calls to action (CTAs)

(These tell users what to do next. Such as filling out a form for purchasing a product.)

* Immersive visual experience

(Video of product being made, or a gallery of images of previously made products.)

* Mobile friendliness
* FAQ
* Pop up window for signing up for notifications
* Link to our You tube channel
* Link to google reviews and FB.
* Add customer reviews
* Ordering and shipping info
* A section explaining how to order
* A section with our contact information.
* Past movie companies we made holsters for

**Are there any websites you like the design of?**

(Please list 3-4 websites that you like the design of and explain what you like and dislike about them.)

1. Kirkpatrickleather.com
2. Bianchileather.com
3. Lonestarholsters.com
4. Bullardleather.com ( page about current lead time and home page)

**What do you dislike about your current website?**

It’s an antique and difficult to navigate and change content.

**Which web hosting company do you want to use?**

We would prefer a company that has user-friendly applications where I can easily change or upload content. I don’t know what all there is out there, but I am familiar with Wix and a little with Word press.