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## DESIGN QUESTIONNAIRE

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| --- | --- |
| Personal and Web Site Information | |
| Company Name |  |
| Primary Contact Name |  |
| E-mail |  |
| Phone |  |
| Website URL (if exist) |  |
| Business Information | |
| Since how long website is been operational |  |
| Since how long company is in operations |  |
| What line of business are you in? What will be the primary purpose of your website? |  |
| Please list in order of priority, your most important product or services in relation to your business success. | 1. |
| 2. |
| 3.  4.  5. |
| Do you have any promotional brochures, magazines or advertisements? |  |
| Who are your target customers/demographics/Market |  |
| List any important words that you want people to associate with your company image/brand: |  |
| Target Audience: Describe what kind of users you intend to attract to your site: |  |
| What is your Geographic Target? Local, Regional, National, International, All |  |
| Who are your main competitors, Please list 5 competitors websites Name and (URL). What do you like and don't like about them? What would you like to differently or better? | 1.  2.  3.  4.  5. |
| Please share URL of website you like most which we could use as prototype. Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples. | 1.  2.  3.  4.  5. |
| What is your Unique Selling Proposition (USP); Who creates writing new content and how is it added to your site? |  |
| Would you like us to design/redesign a logo for your company? |  |
| Is this a site re-design? If yes, can you please explain what is working and not working on your current site? |  |
| Are there any colors you had in mind to incorporate into the site? |  |
| Responsive features : Do you want Mobile view friendly website |  |
| Cross browser: Do you want website must be open similar on all major browser |  |
| Mail Services: Do you want that we configure mailing services for you, If yes, how many email your will be needed |  |
| Will you want printed materials (business cards, catalog, etc.) produced as well? |  |
| Social Media: Do you want your presence on social media, if Yes and you already have account, please share it, else let us know on how many media you want your presence |  |
| Please list some websites or elements of sites that you particularly like or even dislike? |  |
| Is there a specific theme you had in mind to incorporate into the website? |  |
| When does your website need to be completed and made available to the public? |  |
| Will you want your site to be updated regularly? |  |
| Would you like us to update your site or would you like to be responsible for updates? |  |
| Would you like to be able to easily update your own content without any special software or HTML knowledge? |  |
| Any additional comments are welcome: |  |

Thank you for your time