Client Questionnaire: Website

Thank you for contacting Colourshape for your new website project! To succeed in website design, it is important to understand the needs and wants of both your company and your customers; the following questions are designed to help determine these needs and wants. Please enter your detailed answers in the fields below and return the completed form to Curtis at curtis@colourshape.com.

1. What are the business goals (primary and secondary) you intend to achieve with this site?

2. Who is the target audience for the website? Is there more than one audience group (ex: vendors, customers)? What are some key characteristics of the audience (ex: are they web savvy)?

3. What is the main message you wish to convey to your audience with this site? List three or four adjectives to describe how the site should be perceived by users (ex: friendly, formal, casual, serious, energetic, professional).

4. What is the primary action you wish your target user to take while (or after) visiting your site? (ex: download, browse, phone, email, order, visit, explore, click button, etc.)

5. List sites of competitors and what you like/dislike about them. Are there any other websites you find compelling?

6. What elements/global navigation would you like to see appearing on every page? (ex: logo, contact info, main product categories)

7. Will this site use existing content (copy, art, photos, etc.)? If so, what is the source? If not, will you be creating content or will Colourshape provide content?

8. Do you intend on keeping this site updated? If so, how often? Who is responsible for updating and providing content?

9. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.

10. What is your preferred deadline, time frame or exact date of completion?

Additional comments: