# Web Design Questionnaire

|  |  |
| --- | --- |
| **First Name:**  |  |
| **Last Name:** |  |
| **Email:**  |  |

None of the following answers are required. Only complete what you want. Thank you.

## What you have currently

Do you currently have a website? If so, what’s the address? (If not, leave blank).

Do you want me to arrange hosting?

Yes/No

Do you currently have a logo or corporate colours?

Do you have any content at the moment?

## What do you want?

A site can sell products, provide information, educate, ask visitor to make a phone call or fill out the form. Depending on the your needs the website structure, functionality and design can vary substantially.

What is the website’s main purpose?

* to sell products? [ ]
* to promote services? [ ]
* to collect email addresses? [ ]
* to build a brand / community? [ ]
* Other?

 What actions do you want visitors to take on the site?
Site can sell products, provide information, educate, and invite a visitor to make a phone call or fill out the form. Depending on the intention the website structure, functionality and design can vary substantially.

* to leave an email address? [ ]
* to make a purchase? [ ]
* to contact you? [ ]
* to fill out a form? [ ]
* Other?

Do you want any of the following?

|  |  |
| --- | --- |
| Blog? [ ]  | Email signup form / ability to collect email addresses? [ ]  |
| Social sharing icons? [ ]  | Ability to sell digital products? [ ]  |
| Links to social profiles? [ ]  | Ability to sell physical products? [ ]  |
| Contact form? [ ]  |  |

Other?

## Your brand

Select from below to characterise your website’s brand:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [ ] Accommodating | [ ] Proud | [ ] Rebellious | [ ] Accurate | [ ] Adventurous |
| [ ] Aggressive | [ ] Nurturing | [ ] Altruistic | [ ] Ambitious | [ ] Analytical |
| [ ] Outrageous | [ ] Artistic | [ ] Passionate | [ ] People-Oriented | [ ] Brilliant |
| [ ] Perfectionist | [ ] Caring | [ ] Powerful | [ ] Detail Oriented | [ ] Comfortable |
| [ ] Revolutionary | [ ] Competitive | [ ] Pure | [ ] Confident | [ ] Quick |
| [ ] Critical | [ ] Relaxed | [ ] Disruptive | [ ] Demanding | [ ] Edgy |
| [ ]  Scientific | [ ] Efficient | [ ] Enthusiastic | [ ] Friendly | [ ] Sexy |
| [ ] Experimental | [ ]  Fun | [ ] Feared | [ ] Flexible | [ ] Happy |
| [ ]  Healer | [ ] Sophisticated | [ ] Helpful | [ ] Spiritual | [ ] Holistic |
| [ ] Spontaneous | [ ] Hunter | [ ] Stylish | [ ] Idealist | [ ] Imaginative |
| [ ]  Tactical | [ ] Impulsive | [ ] Simple | [ ] Innovative | [ ] Thrifty |
| [ ] Traditional | [ ] Intuitive | [ ] Laid Back | [ ] Vibrant |[ ]
| [ ]  Visionary | [ ] Organized | [ ] Serious | [ ] Protective | [ ] Conservative |

Who is the website’s target audience?

|  |  |
| --- | --- |
| [ ] Male | [ ] Female |
| Age range: |  |
| [ ] 0 – 10 |  |
| [ ] 11 – 15 |  |
| [ ] 16 – 25 |  |
| [ ] 26 – 40 |  |
| [ ] 40+ |  |

Or describe them:

## Further information

How many pages will the website have roughly?

 [ ] 1 - 5 ?

 [ ] Over 5

Ideally, when would you like the website completed?

Please provide two or three example websites you admire or would like to emulate:

Please provide two or three example websites that you would not like to emulate:

Further comments: