

## WEBSITE DESIGN QUESTIONNAIRE

Please fill out this website design questionnaire to provide us with specific information about your website design project

1. **Do you have a website?**  
 Yes  No
2. **If Yes, are you interested in a redesign of the existing site or would you like to have a new website design?** \_\_\_\_\_
3. **What is your area of business?** Example: high-tech, software development  
\_\_\_\_\_
4. **Briefly describe your business (company overview):**  
\_\_\_\_\_  
\_\_\_\_\_
5. **What is the primary function of your website (sales, lead generation, reputation building, all of the above)?**  
\_\_\_\_\_
6. **What style do you have in mind for your website? Check all that applies**
  - a.  Need to look like a larger company
  - b.  Serious, conservative
  - c.  Professional yet elegant, with some modern styles incorporated
  - d.  Web 2.0-esque (with large fonts, large buttons, animated elements)
  - e.  Bright with contrasted colors
  - f.  Blended color scheme
  - g.  Minimum colors
  - h.  Sleek and clean
  - i.  Humorous
  - j.  Cartoon-esque
7. **What color scheme do you have in mind for your website?** Example: black, orange, gray; navy, light blue, black  
\_\_\_\_\_
8. **What stylistic elements would you like to have on your website?**
  - a.  Mirror shading (reflections)
  - b.  Gradient background
  - c.  Large fancy buttons (calls to actions)
  - d.  Top image rotating
  - e.  Top image static
  - f.  Home page spanning as much of the screen real estate as possible
  - g.  Favicon
  - h.  Fancy screen shots
  - i.  Stylised photos and images

**9. What functional elements would you like to have on your website?**

- a.  Content management system
  - b.  Simple top main menu (to dynamic effects)
  - c.  Drop-down top main menu
  - d.  Sliding top main menu
  - e.  Left-hand side redundant menu (recommended)
  - f.  Breadcrumbs (recommended)
  - g.  Sitemap (recommended)
  - h.  Site search
  - i.  RSS
  - j.  SEO META tags
  - k.  e-commerce component
  - l.  Registration page
  - m.  Online payment
  - n.  Login (returning user tracing)
  - o.  Account management component
  - p.  Downloading capability (secure authorization) via registration page
  - q.  Latest news segregation on home page
  - r.  Resume upload (for career page)
  - s.  Google Map integration (for contact page)
  - t.  Dynamic world map with roll-over effects
  - u.  Product slider
  - v.  Press release segregation
  - w.  Resources section
  - x.  News archives section
  - y.  Social media buttons
  - z.  Distinct calls to action buttons
  - aa.  Flash elements for animation
  - bb.  Customer relationship management (CRM)
  - cc.  Google Analytics
  - dd.  Other (please specify)
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**10. Please provide examples of the website layouts you like (URLs):**

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

**11. What is your projected start date for the website design project?**

\_\_\_\_\_

**12. How often do you plan to update the look and feel of your website?**

\_\_\_\_\_

**13. What is your budget range for the website design project?**

\_\_\_\_\_

**14. Do you have a designated project manager for the website project (it can be you)?**

Yes  No

**15. What additional graphics you might need for the website design project, if any?**

- a.  Product brochure
- b.  Product catalogue
- c.  e-Book template
- d.  Newsletter template
- e.  Roll-up panels
- f.  Flyers
- g.  Business card
- h.  Logo

Other:

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