# 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: