

LYDIA *yd* DESIGN Web Design Questionnaire

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Please fill out this form and email it back to us. Your response will help us to define the initial direction of your new website based on a clear understanding of your vision, type of business and requirements.

This questionnaire will help you articulate and identify the overall goals of development project, including specific answers regarding the message, audience, look and feel, and application. Each key decision maker in your company should fill out his or her own form and answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of the survey.

CONTACT INFORMATION

Company Name _____

Contact Name _____ Title _____

Address _____

Phone _____ Fax _____

Email _____

How did you hear about us? _____

SERVICES

Web Site Design & Development	Web Site Maintenance
Logo Design	Illustration
Flash Design	Redesign of Current site
Scanning and Image optimization	Corporate Identity
Image and Photo retouching	Branding and Packaging

What type of website are you needing?

Who will be the the contact person(s) for your web site?

What is the budget for your project? Does this include maintenance?

Is there a deadline for this project?

Will this be a new Web site design or redesign of existing Web site? If you already have a Web site will you be using your existing content?

BACKGROUND

Describe the nature of your business. Briefly describe your products or services: I.e. What is it that your company does. What makes your company unique? Key features of your company.

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

How many pages do you anticipate that your Web site will have?

Do you currently have marketing materials that we should incorporate into our design?

GOALS, OBJECTIVES AND STRATEGIES

Please enter key words that best describe the impression that you want to convey to your site visitors: I.e. - Professional, expanding, unique, artistic, corporate, conservative, large, personal. The professionalism of the company. Strong service portfolio. Key skills.

What is the core purpose of your website? Check all those that apply.

Entertainment

Improve internal communication

Increase corporate,brand, product recognition

Increase prospective customer base

Increase sales

Other_____

What kind of interactivity will your site need?

Are there any other comments/specific ideas we should keep in mind while designing your project?

STYLE, DESIGN THEME

What image do you want your site to project, what should be “the look and feel”?

Please list at least 3 URLs (web addresses) of high quality sites that you like the look of (these do not have to be sites who’s business is similar to yours. It aids us in determining what your design style is.) Consider layout, colors, navigation, graphics, typefaces. For example, sites where I like the navigation/color scheme/branding or image.

1. _____

2. _____

3. _____

Please list some competitor's sites and what you like and dislike about them.

LOGO AND CORPORATE IDENTITY

Do you have a company logo? Yes No

If yes, please email it to us in high resolution so we can incorporate it into the design.

If no, would you like us to create a company logo for you? Yes No

Do you have a company slogan and/or mission statement? Yes No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design?

Yes No

If yes, please indicate here _____

CONTENT

Do you already have image/graphic content for your Web site? Yes No

Do you need our assistance scanning or preparing your images? Yes No

Approximately how many photos/graphics would you like to use on the site?_____

Do you have a separate budget for images? Yes No

Do you have text content ready for your Web site? Yes No

Please indicate the Main Links that will be on the Homepage (ex. Home, About Us, Products, Contact Us)

MAINTENANCE

Would you be interested in having us do updates and maintenance to your site? Yes No

How often would you require updates?

Daily Weekly Quarterly Monthly Other

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?
