



Project Questionnaire

General Information

What is the name of your company and your current (or intended) URL?

Who are the people we will be speaking with within your company?

| Name | Title | Telephone | Email |
|------|-------|-----------|-------|
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Who has final approval for the project?

When do you need the site to be live?

Is there anything in particular that may effect the launch date?

For example, PR launch, tradeshow, annual report

What specific budget range is established for this project?

How did you hear of us?

Current Site

What specific areas of your current site do you feel are successful and why?

Where does your existing website fall short? Please be specific

What three things would you change on the site today if you could?

How important is it to maintain your current look and feel, logo, and branding?

Reasons for Redesign

Describe the primary reason for you redesigning your site?

For example: new business model, outdated site, expanded services.

What are your primary and secondary online business objectives with the site redesign?

For example: increased sales leads, branding awareness, fewer customer service calls.

Please detail both long and short-term goals.

What is the main business problem you hope to solve with the site redesign?

How will you measure the success of the new site?

What existing strategy (both on and offline) is in place to meet the new business objectives?

Audience

Describe what you think is a typical visitor to your site?

Give basic demographics: age, occupation, income level, purchasing habits. What do they generally use the web for?

What is the primary “action” the site visitor should take when coming to your site?

For example: make a purchase, register as a member, search for information, complete a contact form?

What are the key reasons why the target audience chooses your company’s products and/or services over those of your competitors?

Do you know how many people access your site on a daily, weekly, or monthly basis?

Do you forecast usage to increase after the site launch and by how much?

Perception

Use a few adjectives to describe how your site visitor should perceive the new site.

For example: prestigious, friendly, corporate, fun, innovative, cutting edge. Is this different than the current image perception?

How is your company currently perceived offline?

Do you want to carry the same kind of message through your website?

How does your company differentiate itself from competitors?

Please list some competitor URL's.

List the URL's of any sites you find compelling. What specifically do you like about these sites?

Content

Describe visual elements or content that should be utilised from the current site or marketing materials (logo, colour scheme, navigation, naming conventions, etc).

How will the content of the site (along with functionality and navigation) expand or differ from your current site?

Do you have a sitemap or outline for the proposed redesign?

If yes, please send an additional attachment.

Technology

Are you interested in developing a content management system for the new website, enabling you to update the website?

Will you require other specific programming needs? Please describe in detail.

For example: such as search capability, photo galleries, email newsletter sign-ups.

Do you currently have dedicated server space and/or a hosting package for your website that you are happy with? Is this something you'd like us to include in our response?

Marketing / updating

How do most people find out about your current website? What methods of distributing the URL already exist within the company on and offline?

Briefly, what are your short-term marketing plans?

Please be specific for the site redesign and the six to 12 months following launch.

Do you have an existing or planned marketing strategy in mind to promote this site re-design?

Additional notes/comments