

Web Design Questionnaire

This preliminary questionnaire is an important part of the website building process. It helps organize the goals for your project in a way that we can understand and use to accurately provide you with a proposal. Please fill out this document to the best of your ability. If there is a question that doesn't make sense or doesn't apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing a proposal or set up a phone conference to get into the specifics.

Once done, please save this document and **return it via email to info@winecntrywebdesign.com** (either using the Submit button above or as an attachment) or print out and **fax to (707) 967-5578**. If filling out by hand, **please print clearly**.

Contact Information

Your Name:

Your Business or Organization Name:

Email Address:

Phone:

Cell Phone:

Fax:

Address:

City:

State:

ZIP:

About Your Organization

Tell us about your company. What do you do? Where are you located?

General

What is your current (or intended) web address/URL?

Do you have a web host? If so, what are the technical specifications?

What is the intended launch date for the new site?

Have you already established a budget for this project? If so, please indicate your budget below.

Can the project be divided into phase to account for budget and timing constraints?

Site Redesign (If this is not a site redesign, please skip this section)

What is your main goal for this redesign (e.g. better user experience, update look and feel, target different audience)?

What aspects of your current site do you feel are successful, and why?

What aspects of your current site do you feel are unsuccessful, and why?

Do you plan to use content from the existing site, and, if so, which portions?

Project Goals

Briefly describe your concept for the site. What service should it provide?

What is your main reason for this project (e.g. promote new product/service, make the site user friendly, target a specific audience)?

What end result would determine that the web site is a success (e.g. number of contact forms submitted or phone calls)?

Are there other considerations that could impact the project schedule (e.g. new product launch, marketing campaign)?

Target Audience

Describe a typical user who will visit your site (gender, age range, location, level of Internet experience). Provide more than one profile if applicable.

What action(s) should a user perform when visiting your site (search for information, sign up for an account, purchase a product or service)?

What are the key reasons why the target user chooses your company's products or services (cost, service, value, etc.)

Do you know how many people visit your site each day, week or month?

Content

Please identify any pages or features you envision as part of your site:

- | Basic | Special Features | Applications |
|--|--|--|
| <input type="checkbox"/> Home | <input type="checkbox"/> Flash | <input type="checkbox"/> Registration/customer login |
| <input type="checkbox"/> Products/services | <input type="checkbox"/> Video | <input type="checkbox"/> Store/Shopping cart |
| <input type="checkbox"/> FAQs | <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Online payment |
| <input type="checkbox"/> Directions | <input type="checkbox"/> Map | <input type="checkbox"/> Forum |
| <input type="checkbox"/> About (Us) | <input type="checkbox"/> Search | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Contact (Us) | <input type="checkbox"/> Newsletter/Email list sign-up | <input type="checkbox"/> Reviews |
| <input type="checkbox"/> Articles | <input type="checkbox"/> Information/request forms | <input type="checkbox"/> Customer surveys/polls |
| <input type="checkbox"/> Upcoming events | <input type="checkbox"/> Uploads/downloads | |

Please list any additional or custom pages you would like.

Content Management.

How often will you need to update the web site content?

Hourly Daily Weekly Monthly _____

How many content pages do you expect to publish on your site each month? _____

Who would you like to be responsible for the updates? Web site developer I'd like to update it myself

Design

Use words to describe the look and feel you want (e.g. clean, balanced, modern, friendly, corporate)?

Is there a specific theme you had in mind to incorporate into the website?

Do you have ideas of the colors to be used, and colors you don't like?

Do you have existing business cards or other printed materials we need to match?

Please provide a list of websites you like or don't like.

- 1 Web site: _____ Like Don't like
Why?

- 2 Web site: _____ Like Don't like
Why?

- 3 Web site: _____ Like Don't like
Why?

- 4 Web site: _____ Like Don't like
Why?

- 5 Web site: _____ Like Don't like
Why?

Please provide a list of competitors' websites.

- 1. _____ 2. _____
- 3. _____ 4. _____

Do you have layout requirements or preferences?

Screen size:

- No preference Stretch entire width of screen
- 1024x768 _____
- 800x600

If the site is not the entire width of the screen, do you have a preference for alignment?

- No preference
- Left
- Center

Navigation (main menu):

- No preference Vertical left
- Horizontal Vertical right

Identity

Do you have a logo? Yes No

If “Yes”, do you have a digital copy of your logo? Yes No

Have you identified a tagline (e.g. “Reach out and touch someone”)?

List any important words you want people to associate with your company image/brand.

Do you have photos for your web site? Yes No

If “Yes”, do you have the photos in digital form? Yes No

Do you have graphics or other artwork for your web site? Yes No

If “Yes”, do you have the graphics in digital form? Yes No