

Bent Business Marketing & Advertising

The Armstrong Bldg. Suite 109
721 S. 2nd St
Clinton, IA 52732
815-441-2219
andy@bentbusinessmarkeitng.com

WEBSITE DESIGN QUESTIONNAIRE

Please complete and return the enclosed form. 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.

Client input is the foundation upon which successful identities are built. 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

Your Name

Contact Name

Title

Address

Phone

Email

How did you hear about us?

Services

Web Site Design & Development

Custom Design

Logo Design

Web Site Maintenance

Scanning and Image optimization

E-Commerce

Image and Graphic Sourcing

Redesign of Current site

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

Domain name:

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What will be the budget for your project?

Is there a deadline for this project?

Would you like the project broken down in phases to help you meet your goals?

Will this be a new Web Site design or redesign of your existing Web Site?

If you have a Web Site will you be using existing content?

If you will be using existing content will you add more content?

Background

Describe the nature of your business

List the services that your company provides

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

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

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

Goals, Purpose, Concept, Focus, Direction, Strategy, and Message

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

Entertainment

Increase sales

Increase corporate, brand, product recognition

Improve internal communication

Reduce customer service calls

Increase prospective customer base

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What is the primary message you wish to convey?

Do you have any specific design elements in mind?

What kind of interactivity will your site need?

Style, Design Message, Theme

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

Please list some examples of sites that you like:

Sites where I like the navigation:

Sites where I like the color scheme:

Sites where I like the branding or image:

Sites designed for same target audience:

Sites I like the user interface or layout:

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

Please list some sites that you like in general/overall. Explain what you like and dislike.

Please list sites that you do not like. Explain:

Logo and Corporate Identity

Do you have a company logo? Yes No

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

If yes, what is it?

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? Yes No

If yes, please list:

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

Do you need 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

Would you like us to help develop textual content for your web site? Yes No

Do you have anything in mind for background images or color?

E-Commerce

Are you going to be accepting credit cards? Yes No

If so do you currently have a merchant account? Yes No

List the name of your merchant account if you have one:

How many products and/or services do you plan to sell?

Maintenance

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

How often would you require updates? Daily Weekly Monthly Quarterly Other

Do you require us to train your employee for updates? Yes No

Would you be interested in assistance from AV to promote your site and/or register you with search engines? Yes No

What is your number one business problem? How could a new web site assist you in solving this problem?

ADDITIONAL NOTES/COMMENTS

Please save the completed document and upload/mail to us for review. Highlight questions where you need further clarification or explanation. As much detail as possible is preferred, but anything you can provide initially will help guide us in defining the initial direction for your logo/identity. Thanks! ~Andy Sokolovich, Creative Director, BBM&A