



GRAPHIC DESIGN AND PROGRAMMING QUESTIONNAIRE

Please allow adequate time to complete this questionnaire with thought out answers to each question. The time you spend to provide this information is costly time you'll save for your project. Please note, if you have discussed and answered certain questions listed below, just note this by writing "discussed with rep" as this will save you time. ☺ Your representative will have those notes and details.

Perception / Functionality

- 1) What is the goal of your project?

- 2) Who is your target audience?

- 3) Who are your major competitors?

- 4) Does your company have existing identity elements you want reflected in this project? (logo, color scheme, fonts, tag line or slogan)

- 5) List or provide specific printed materials and/or websites (with URL's) that you like – or that you dislike and WHY

- 6) How would you describe your industry? (High Tech, Industrial, Corporate, Retail, Specialty, Education, etc.)

- 7) Describe the look and feel you would like to achieve. (fun, businesslike, professional, simple, sophisticated, corporate)

- 8) Use a few adjectives to describe how your site visitor should perceive the new site. (Examples include experienced, prestigious, innovative, forward thinking, helpful, reliable, trustworthy, cutting edge, etc.)

- 9) If you currently have a website, what would you change about it from YOUR perspective (list colors, layout, content, etc)?

- 10) What functionality would you like to add or delete (i.e. e-commerce, CMS (content management system – for content control and SEO), Membership area with secure login, Social Media integration – i.e Facebook, twitter, etc.,

- 11) What subjects / elements, in order of priority, do you wish to cover in your project?

- 12) What is your preferred final delivery date for the project? _____ / ____ /20____

- 13) What is your budget for the project (please check one that applies)? ____ (\$1,500-\$3k), ____ (\$3,500-\$5k), ____ (\$5,500-\$7k), ____ (\$7,500-\$10k), ____ (other – please specify).

- 14) What are the main services or products that set you apart from your competition? Why should someone choose you over a competitor? What is your UVP (unique value proposition

Action

- 15) What is the primary “action” you want the site visitor to take when coming to your site (contact you, subscribe to a newsletter/blog, request information, search your site for more information, etc.)?

Content

16) Will this site utilize any industry content (informative industry links, an industry newsletter, personal blogging) – and will it be all original content?

Management / Maintenance

17) Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content, including blogging, social media updates, etc.?