

k:c web design 

Project Questionnaire

1. Why do you want to have a new website, or have your current site redesigned?

Answer -

2. Please describe your organization in a few sentences.

Answer -

3. What problems do your prospects have that your business solves?

Answer -

4. What are the top 6 most important areas of information?

Answer -

5. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site, or an expansion?

Answer -

6. Describe visual elements or content which should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.).

Answer -

7. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

Answer -

8. What is the primary “action” the user should take when coming to your site? (purchase, become a member, search for information, etc.)

Answer -

9. What are the key reasons why the target user chooses your company’s products and/or services? (cost, service, value, etc.)

Answer -

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

Answer -

11. Why do you believe site visitors should do business with you rather than with a competitor?

Answer -

12. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

Answer -

13. Please describe your potential customers. Pay special attention to their income, interests, gender, age, even type of computer they use, e.g., old with dialup account or newer with broadband. If your website is a business-to-business site, what sort of companies are you hoping to attract?

Answer -

14. What is your budget for this project?

Answer -

15. Who are the decision makers on this project?

Answer -

16. What is your deadline for completing the site?

Answer -

17. Please list the names of five other sites that you like. Why are they attractive to you?

Answer -

18. Have you researched your online competition so you have an idea of what you do and don't want on your site?

Answer -

19. What do you NOT want on your site in terms of text, content, etc.?

Answer -

20. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

Answer -

21. Do you have a logo? Attention web people with logo design skills: You may be able to make an additional sale if the prospect doesn't have a logo or doesn't like his current logo.

Answer -

22. Are you planning to do online sales? If so, what is the product, and how many items do you want to sell online?

Answer -

23. If you're planning to sell online, are you set up to accept credit cards?

Answer -

24. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

Answer -

25. How do you plan to encourage repeat visitors and referrals?

Answer -

Contact Information

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