GENTLE MEDIA

Website Design Questionnaire

Please take some time to fill in this questionnaire and fill in as much or as little information as required. There is room for extra notes at the last page of the document.

1. GENERAL INFORMATION

Business name:

Company contact:

Current website address:
(if applicable)

Type of business:

What is the nature of your business?
(briefly describe your products or services)

2. OBJECTIVES

What is the purpose of the website project / why does your business need a new website?

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Website Design Questionnaire

3. TARGET AUDIENCE

Who is your target audience / who are you hoping to reach with your website?
(describe gender, age, demogarphics, etc.)

4. BRAND

Does your business have a current logo? ◯ Yes ◯ No

If not, do you want me to design a logo as well? ◯ Yes ◯ No

Does your business have a current style / identity? ◯ Yes ◯ No
(the use of a certain type of color scheme and/or typefaces/fonts)

5. INTENDED STYLE

Please list some keywords that will help to define your style:
(dark, corporate, bright, modern, etc)

Describe your intended website's look & feel:
(If it helps, describe your website's intended persona. i.e. a description of your website as if it were a person)

Website Design Questionnaire

Please list names and URLs of organizations who have websites that you like or dislike and give a brief description why.

6. REFERENCE WEBSITES

Name:

URL:

Like / dislike:

Name:

URL:

Like / dislike:

Name:

URL:

Like / dislike:

Website Design Questionnaire

7. REQUIRED ELEMENTS

What kind of elements are required for the website?
(e.g. photo gallery, video, contact form, facebook like box, client login, site search functionality, etc.)

8. CALL TO ACTION

Are there any specific items on the website that will need extra attention?
(e.g. register now, sign up now, book now, etc.)

9. CONTENT

Where is the website content (text & visuals) coming from / is it ready for use on your website?

Does the website need to be in multiple languages?

Website Design Questionnaire

Do you want the ability to update the content yourself or do you want me to take care of the updates?

10. BROWSER SUPPORT

Are there any specific browser versions that needs to be supported?
(e.g. Internet Explorer 6)

11. MOBILE VERSION

Does the website needs to be optimized for mobile devices?
(e.g. iPhone, iPad, Android, etc.)

12. BUDGET

What is the budget for your website or re-design?

13. DEADLINE

What is your deadline for completing the website?

Website Design Questionnaire

14. ADDITIONAL INFO / REMARKS

Thank you for your time to fill in the questionnaire. Save the document and send it back as an attachment to **ralph@gentlemedia.nl.**