



# Website Design Questionnaire

We've put together this client worksheet to help you capture your vision for the project.

Think of this document as a business plan for your website. By answering these questions, you will help us craft a web site that meets your needs. You can skip any questions that do not relate to your project, the more information you provide the better we will be able to respond.

Once you are happy that the worksheet clearly describes your project, please mail the completed worksheet to [info@416studios.com](mailto:info@416studios.com)

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## ***Contact Information***

Your full name

Company Name

Email address

Address

Telephone\*

Current web address  
(if available)



# Website Design Questionnaire

Your project budget

Please describe your organization in a few sentences?

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

Pick 2 or 3 primary competitive websites. Please comment on the strengths & weaknesses of these sites.

Why are they successful, and what doesn't work?

Do you have a logo and/or established image and branding guidelines e.g. fonts, colour schemes etc?



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

What is the overall message you want to convey to your target audience?

Describe the site's desired look and feel by using short phrases?

(e.g Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated, etc.)

What do you NOT want on your site?

(e.g A color you dislike, images of office people, Rounded corners.)

What do you imagine people using your site for? What will they want to do there.



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Have you seen any websites recently that you've liked the visual design of? What did you like about it?

How often do you plan to add or edit content on the site

If someone came away with just two thoughts about your business what would you want them to be?

Outline any ideas for features you have for the site?



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How do these features support your business goals and the goals of your users?

Is the content already created for this site? If not, how soon do you anticipate having it ready?.

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful. .



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## Thank You!

Thank you for your effort and time. Please save this document as your-company-name.pdf (replace website questionnaire with the name of your company) and mail to [info@416studios.com](mailto:info@416studios.com) .

Please allow us a few days to respond. Thank you.