



# PROJECT QUESTIONNAIRE

# Project Details

## *Tell us a bit about your company*

1. **Company name**

The exact name of the company, including abbreviations such as Ltd., Inc., Limited, Gmbh, or any other.

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2. **Address + Postal Code**

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3. **Phone numbers**

Once again these are essential pieces of about, Contact us and potentially sales pages.

4. **Email address**

The client might want to expose their email addresses or not. It's usually good practice to have an email address that people can use to get in touch, though do try to implement spam protections. Both on the website and on the actual inbox itself.

5. **Tell us what your company does**

Next on list of questions is a pretty obvious one. Or not. Regardless of whether you know the company well or not, it's good to ask this question early in the website design questionnaire because this can set the "tone" for the rest of the answers. It is the reference point for the web design project itself – so ask it early and leave as much space as necessary for the client to say it like it is.

6. **Do you have a URL for your business?**

The client may already have bought a domain they like, the name of their business, or a product name or service they offer. There's plenty you can learn from this simple question.

7. **Do you need us to buy your domain?**

We recommend you handle domains for the client and charge them for it. This ensures domains don't expire, you are in control of the name servers and other details. You'll also have a bit of leverage, but let's not focus on that

8. **What's your deadline for this project?**

Let's set some realistic expectations of time for both of us. You can see whether the web design project is realistically feasible in this deadline. You can also understand whether the client values the effort involved in the project.

## 9. Could you give us a ballpark figure for your available budget for the website project?

Money talks! Another very important question in the website design questionnaire. This also sets lots of expectations. If it's a new client and they're not aware of your rates, you can here make a judgement whether you want to chase this job or not. The budget assigned to the website design project can also help you understand the importance of the website to the client.

## 10. I want this site because

- **I need to build awareness for my brand**  
Brand awareness is a fundamental need for most clients. There is also an opportunity for more business if you are an agency especially if the client does not give brand awareness much importance.
- **I need to offer a contact point for my clients**  
With so much searching being done online, a website may be the first point of contact for a significant and ever growing portion of clients. Besides the obvious ways of getting in touch, such as phone and email, newer ways of contact are emerging such as chats.
- **I need my company to have a better image online**  
This means a lot. It probably means their existing image is not good, so you might be in for a lot of cleaning up. You might want to do a little bit deeper into this question. There might also have been history with a bad designer in the past. This website design question is more important than it looks.
- **I need to sell my product or service through my site**  
There is a quite a leap in functionality (and effort involved) between a site which is a "showcase" versus a site which actually handles "selling". Whether this is a shop, online ordering of services, appointment taking, or otherwise – this is something which you need to know before you actually quote the client.
- **I need it to build customer loyalty**  
Everybody wants their clients to come back for repeat business, so we need to build in methods to keep visitors coming back for more.
- **I need to reach people in many languages**  
Another which will have an impact of the feature set and setup of the site, so you'll need to know beforehand if this website project is going to be multi-lingual
- **I need somewhere to promote my latest product / service**  
Most customers are going to be needing this for sure. However, if it's a new product or service which needs to be promoted together with others which they already have, this is going to have to have a few thoughts around it specifically.
- **I have my own reasons**  
There could be other reasons which we have not listed above. Allow your client to explain what they need to get out of this web design project – and hence why you should put this in your client questionnaire and allow the client to get it all out.

## 11. My clients come to me because

This question helps to dig out a few unique selling points which you may want to use in the copy and design of this website design project. Whether it's quality, price, after sales service, you'll want to know what you'll need to pitch.

- I offer excellent service
- I have the best products on the market
- I have the best prices on the market
- Other

## 12. Visitor and customer demographic

Another website design question which will influence much of your design is the question about the visitor demographic. A site for kids and teens, is different from a site for adults, which is different from a site for fitness fanatics, which is different from a site for techies, which is different from a site for grandmas. You get the idea. Visitor demographics is an extremely important question. Besides influencing the design choices, it will affect the features available, the user experience, the complexity of the site features, the look and feel. The more you get to know about the visitor demographic – the better for the end result.

1. My site will be built to target (age)
  - Kids and teens
  - In their 20s
  - In their 30s
  - In their 40s
  - In their 50
  - Senior citizens
  
2. My site will be built to target (gender)
  - Males
  - Females
  
3. My site will be built to target (income), expand as necessary
  - Kids
  - Students
  - Not employed
  - Employed
  - Affluent
  
4. My site will be built to target (education), expand as necessary
  - Completed secondary or upper-secondary
  - Post secondary
  - Tertiary education
  
5. My site will be built to target (geography)
  - Local (town / city)
  - National (Country)
  - International
  
6. My site will be built to target people with a specific occupation.
  
7. Expand as necessary on other visitor demographics you wish to target

## 13. Do you want to expand your target audience in a specific direction?

After we understood the existing visitor and customer demographic, our website design questionnaire continues with figuring out which additional demographic or direction we want to increase or improve upon. Once, again, quite a critical question, because the copy and most of the elements of the site need to shift slightly towards this direction. This is because you don't want to alienate your existing customers and audience. At the same time, you need to make sure you get your client results with this website design project.

#### 14. Someone's searching the web for your business.

##### **What words or phrases will they search for in Google?**

This is just dumbing down the concept of keyword research and understanding what the client perceives to be the keywords describing their clients or services. Keyword research starts from the phrases your client would like to rank for, though of course, eventually you'll have to see which ones are good ranking candidates. Give the client plenty of space where to write these down. Try to use this question in to nail down and target at least 20 keywords or key phrases to focus on. They will be your starting point.

#### 15. What is it that makes your or services unique on the market?

When you are competing with other products, the unique selling points of a product or service are usually the one which are able to make or break a sale. Dig these out from the client questionnaire, so that you can be sure they feature strongly on the site. They WILL make a significant difference.

#### 16. Do you have any proof that your solutions are better than your competitors?

We're not suggesting your client is exaggerating their claims. But having such things as client testimonials, excellent feedback from clients, real product comparisons or product reviews, or other proof of excellence, will go a long way towards supplementing your sales copy.

#### 17. Our new website would need to include

- A basic HTML site
- An HTML5/CSS3 website
- Responsive design for use of desktops, tablets and mobile
- A WordPress based CMS
- An Online Magazine
- An Online forum
- A blog
- A newsletter or email list system
- Social network integration
  - Facebook
  - Twitter
  - LinkedIn
  - Google+
  - YouTube
  - Other
- An intranet system
- Separate, dedicated landing / sales pages
- A redesign of the current website
- Additional requirements

## 18. We want the following special features to be included in our new website

- Registration form
- Video streaming
- MySQL database
- Search functionality
- Multi-column layout
- Newsletter / email sign up forms with appropriate calls to action
- Information / request forms
- Uploads / downloads
- Customer login
- An online store / shopping cart
- Online payment gateway
- Blog module
- Image gallery
- Image slider
- Other features

## 19. Who will be providing these resources?

Another crucial question for the website design questionnaire. This will make sure you don't suddenly discover that you need to provide the photography, imagery, all the content, logo, text and everything else in between without having catered for them in your quotation. This sets the expectations of both the resources which need to be provided, the work required and effort involved and simply makes sure the content will be there when it is needed. The best is to setup checkboxes, whether the client or you will be taking care of the specific item.

- Stock photography
- Company photography
- Other artwork / illustrations
- Translation (including any costs)
- Copywriting texts
- Professional logo
- Graphic design
- Other print collateral
- Metatags / descriptions
- Font licenses

## 20. Does your company have a logo/established image & branding guidelines ?

**(e.g. fonts, colour schemes etc)**

If these are not provided, so much the better for you, you'll just need to make sure you conform to the brand guidelines provided to you. If not, you are going to have more work, designs proofs and approvals to iterate on, so better cater for this in advance.

## 21. Do you have print materials (such as business cards or brochures) that we need to match?

Similar to brand guidelines, you need to make sure you're in sync with any other materials they already have, of course unless you have agreed to do otherwise beforehand. Of course, this is best to have in writing, hence why this is a good question to have in the web design client questionnaire.

**22. Would you like us to update your site or would you like to be responsible for updates?**

If you can sell ongoing blogging updates, so much the better for you.

**23. How often do you require updates?**

Again, this allows you to quote beforehand, or setup a maintenance and updates agreement as necessary

- Daily
- Weekly
- Monthly
- Quarterly
- Other

**24. Would like us to handle other digital marketing aspects for you?**

Let's upsell some additional services

1. Social network management
2. Search engine optimization and link building
3. Content marketing
4. Email list management
5. Other...

**25. Would you like to book a dedicated training session for your employees to learn to update the site?**

A website delivered without training is an accident waiting to happen – you don't want all your hard work going up in a puff of digital smoke as soon as the client takes over the running of the site. A few training sessions are always recommended.