



WEBSITE DESIGN QUESTIONNAIRE

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Date:

Client:

Due date:

Contact Info:

BRAND-RELATED QUESTIONS

Do you want to build a new website or redesign an existing one?

What are your products and services?
Who are your ideal customers?

What is the name of your business?

PROJECT GOALS

What is your business' value proposition?

Clear design and logical

Sell products

structure Custom CMS

Promote new services

CMS platform

Establishing a brand

Multilingualism

Improving company image

Other goals:

TECHNICAL QUESTIONS

What is the purpose of your website?

eCommerc

Portfolio

Personal

Non-Profit

e Business

Event

Informational

Social Media

Blog

Membership

Educational

Other

TECHNICAL REQUIREMENTS

Website

Landing page design

design Email

HTML/CSS/JavaScript Project

design
CMS platform:

What pages do you need on your website?

Homepage

Booking/Scheduling

About Page

Product Page

Page
Login/

Sign Up Page

Contact Page
(for membership)

Product Demo

websites) Account

Search Page

Page
Shipping Page

Page
Blog

Custom 404 Page

Pricing Page

Other:

WEBSITE FEATURES

Image slider

Shopping cart

Video Streaming

Pricing

Image gallery

Customer

Login/

Forms

tables
Maps

Blog

Registration

Social Media Buttons

Live Chat

Online
orderina

Newsletter
Search

Call-to-Action buttons

Chatbots

Online

payment

DESIGN-RELATED QUESTIONS

What do you like and dislike about your existing website?

Does your company have branding guidelines?

Yes, they're attached/available here:

Not yet, but expect a
style guide soon

Not yet, and I need
help with them

A style guide would be
irrelevant for this project

Does your company have branding guidelines?

- Branding Guidelines (color and font preferences) Logo
- Tagline

- Images (photoshoot, stock photos, custom brand illustrations) Sitemap
- Content

BRAND IMAGE

How do you envision your website's image? (Choose one of each)

Greyscale	<input type="radio"/>	Colorful	<input type="radio"/>	Serious	<input type="radio"/>	Fun	<input type="radio"/>
Authoritative	<input type="radio"/>	Friendly	<input type="radio"/>	Classic	<input type="radio"/>	Modern	<input type="radio"/>
Minimalistic	<input type="radio"/>	Complex	<input type="radio"/>	Non-Interactive	<input type="radio"/>	Interactive	<input type="radio"/>
Conservative	<input type="radio"/>	Nonconventional	<input type="radio"/>	Retro	<input type="radio"/>	Futuristic	<input type="radio"/>
Masculine	<input type="radio"/>	Feminine	<input type="radio"/>	Elegant	<input type="radio"/>	Sporty	<input type="radio"/>
Professional	<input type="radio"/>	Casual	<input type="radio"/>	Safe	<input type="radio"/>	Extreme	<input type="radio"/>
Luxurious	<input type="radio"/>	Natural	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	

QUESTIONS ABOUT THE PRACTICAL BITS

Do you need help updating and maintaining your website? Yes No

Do you need help with blogging and content marketing? Yes No

ADDITIONAL SERVICES

- | | | | | |
|--|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> Web development | <input type="checkbox"/> | <input type="checkbox"/> Website Maintenance Custom Illustrations Animations | <input type="checkbox"/> | <input type="checkbox"/> Infographic Design Application |
| <input type="checkbox"/> Logo Design | <input type="checkbox"/> | | | |
| <input type="checkbox"/> Image Optimization Design | <input type="checkbox"/> | | | |
| <input type="checkbox"/> Other: logos, posters, social media covers, banners, business cards, etc. | | | | |

What is your timeframe?

What is your budget?

Please email once you are completed to dh@drayhunt.com