

Thank you for your interest in Vman Design!

In order to craft a more accurate bid for the creation of your website, I request that you please take a moment to fill out the following questionnaire. It will help me understand what your ideas, goals, motivations and desires for your website are. With it I will be able to do a better job of creating the best site with minimal design and feature complications.

After the questionnaire is complete, feel free to contact me to discuss anything you feel needs to be clarified in your answers, I will do the same.

When I have a complete idea of what your particular site will look like and need, I will prepare a semi-detailed report of the ingredients and ideas for your site along with a quote on what my cost will be. Only after this quote has been accepted and the required 30% NON-REFUNDABLE deposit has been made will work begin on the site.

Again, thank you for your interest; I'm looking forward to working together.

--Brian Volckmann

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## **Vman Design Client Questionnaire**

### **About Your Organization**

What is your business/organization name and location?

If you have an existing site, what is the web address?

What do you do? Please include products and services offered.

Why are your products and/or services important?

Do you have a mission statement? What is it?

What makes you different from your competitors? What are the main reasons why customers choose you over your competition?

List competitor's websites and include their web addresses. Please comment on their sites' strengths and weaknesses.

### **About the Audience**

Who are the primary and secondary audiences of the site? Please include demographics if available.

Is the site's primary audience different from your current customer profile? Please explain.

Are there any other audience groups to consider? Please describe them and their priority as users of the site.

### **Goals of the Site**

What is the primary message you wish to convey to your audience with this site?

What primary business problem are you trying to solve with a site redesign? (If this is a new site, what is its primary purpose?)

What are the goals of the new site? Please include actions that users should take and any concepts, products, or services that should be promoted. Please indicate each goal's priority.

What is the primary action users should take on the **home page**, if different from above (examples: download, browse, move along specified path, email, order, explore, click button, call, etc.)?

What key items should be available to the user on every page?

### **Site Interface, Branding and Perception**

How do you want users to perceive the site (examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)?

What brand attributes do you want to convey (examples: caring, honesty, professionalism, intelligence, technological savvy, sophistication, reliability, trustworthiness)?

Describe visual elements or content which should be utilized from offline marketing materials (logo, color scheme, font styles, etc.).

What colors and imagery convey your organization's personality and tone? Do you already make use of a consistent color scheme?

Describe any visual elements and colors you dislike.

How are you currently perceived? Do you wish to carry through the same kind of message throughout the web site?

What is your biggest challenge in getting your image across to customers?

List websites you find compelling and **specific** reasons why. Please include URLs.

### **Site Content and Flow**

Do you have all copy (text content), images, multimedia files, etc. ready for site population?

Who do we contact to acquire these assets?

What is the basic structure of the content, and how is it organized? Please attach a flow chart if available.

In number of pages, what is the estimated size of the new site?

### **Dynamic Site Functionality and Features**

Please list any features/requirements you wish to have.

Are there specific technologies (Flash®, JavaScript, e-commerce, video, etc.) you would like to use in the site? If so, how will they enhance the user experience?

### **After Launch**

Who on your end will guide this project to completion?

Who will be responsible for maintaining the site after launch?

### **Timeframe**

If you're working within a time frame, or have been given a mandatory launch date, list it here. If the project will launch in phases, list proposed milestones and dates.

Please tell us your budget for stock photos. (All photos must be properly licensed.)

Please tell us your budget for the website. \*

*\*NOTE: Some organizations prefer not to disclose their budget in an initial contact, but if you are willing to tell us your budget, it will help us craft an appropriate proposal.*