



## Web Site Brief & Questionnaire

**Name:** \_\_\_\_\_  
**Company Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City/Town:** \_\_\_\_\_  
**State / Country** \_\_\_\_\_  
**E-mail Address:** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_  
**Mobile Telephone:** \_\_\_\_\_  
**Fax Number:** \_\_\_\_\_

## Goals

(Choose a category. Tick all that apply)

- Web Design    Web Re-Design    Web Site Updating    Banner Design    Logo Design

Current web address, if any: \_\_\_\_\_

What is the mission or purpose of your business or organisation?

Do you have a slogan or tagline? If so, what is it?

What is the purpose of your Web Site? What do you intend to accomplish with it?

**Do you want people to:** (check as many as apply)

- Learn more about your business or organisation?    Hire you to perform a service?  
 Buy products from you?    Join your organisation?    Become part of an online community?  
 Other \_\_\_\_\_



## Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

**When people visit your site, what do they want?** (check as many as apply)

- Information about a topic
- Information about your products
- Information about your services
- Information about your organisation
- To be entertained
- To comparison shop or to buy a product
- To connect with others of similar interests

Other \_\_\_\_\_



## Image & Style

The visual metaphors, graphic design and colour scheme of your web site will communicate volumes to the visitor about you and your business.

### What **IMAGE** do you want to project? (check as many as apply)

- Traditional  Contemporary  Conservative  Modern  Cutting Edge  Formal  Casual  
 Serious  Friendly  Corporate  Personal  Expensive  Affordable

### What **STYLE** do you want to communicate? (check as many as apply)

- Serene  Spiritual  Powerful  Professional  Classic  Elegant  Funky  Futuristic  Vintage  
 Ethnic  Natural/Organic  High tech  Frivolous  Fun  Flashy  Muted  Soft  Playful  
 Down to earth  Mellow  Comforting  Caring  Romantic  Sensual  Sexy  Hip  
 Authoritative  Delicate  Energetic  Historical  Festive  Fanciful

Other \_\_\_\_\_

What colours or colour schemes do you like? (if any)

What do you **NOT** want on the website?

Do you have any existing graphic or promotional materials?  Yes  No

Do you have a logo?  Yes  No

Do you have photos that you wish to use on the web site?  Yes  No

Would you like us to use images from internet? Please state the type of pictures you would like us to use.



## Content

Do you have an outline of the content for your site?  Yes  No

Is the content written?  Yes  No  In the process

Do you need help in developing, writing and/or editing the content for your web site?  Yes  No

If your site outline is done, approximately how many web pages do you require? (give details)

If you are selling products, how many will be on your site? (give details)

What keywords would someone type into a search engine to find you?

## Functionality

**What special functions will you need for your web site?** (check as many as apply)

- Mailing list (announcement only) This is what you use to send out announcements or email newsletters.
- Mailing list discussion group
- Message board or forum
- Contact, subscription, or feedback forms
- Shopping Cart  Merchant Account
- Password protection for certain pages
- Site Search Engine
- Surveys
- Music Clips  Video Clips
- Other



## Promotion/Marketing Your Site

Do you have a marketing/promotion plan for your web site?  Yes  No  In process  
We can help you develop one, or give you lots of ideas on doing it yourself.

Do you have plans for updating the content of your site or for an email newsletter?  Yes  No  
(Regularly updating the content of your site gives visitors a reason to return.)

Do you plan to submit your site to search engines?  Yes  No

Would you like us to do that for you?  Yes  No  Haven't decided

When would you like to get  
your web site started? \_\_\_\_\_

When would you like your web  
site to be launched? \_\_\_\_\_

Have you registered a domain name?  Yes  No

If you have, what is it? \_\_\_\_\_

If not, we can register a name for you.

Have you decided on a hosting company?  Yes  No  
If not, please consider our hosting plans

Do you plan to maintain and update your own site?  Yes  No  Maybe

If you plan to update your own site, what program will you use to update your site, or would you like us to design and program your site so that you are able to update your site content through a Web Browser Based Content Management System?

Microsoft Frontpage  Dreamweaver  Web Browser Based Content Management System

Other \_\_\_\_\_

Would you like us to take care of updating your site?  Yes  No  Maybe

What is your approximate  
budget for this project? \_\_\_\_\_



### Other Web Sites

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.

### Questions/Comments

Are there any other comments/specific ideas we should keep in mind while designing your project?