



QUESTIONNAIRE WEB DESIGN

THE BEAUTY IS IN THE DETAILS

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Questionnaire

Contact information

Company Name

Address

Postal code / City

Phone

E-Mail

General

What is your current (or intended) web address/URL?

Name of your web host (if you have already one)

Deadline for the launch of the site

Project goals

- | | |
|---|--|
| <input type="checkbox"/> Seo optimized website | <input type="checkbox"/> Clear design with logical structure |
| <input type="checkbox"/> Fast contact option | <input type="checkbox"/> Customer loyalty |
| <input type="checkbox"/> Reflect up-to-dateness | <input type="checkbox"/> Multilingualism |
| <input type="checkbox"/> Improvement of the company | <input type="checkbox"/> Promote new product or service |
| <input type="checkbox"/> Sell products | <input type="checkbox"/> CMS website required |

Other goals

What is your target audience?

- Business customers
- Final consumer
- Other

Which age category is your target audience?

- Children
- Teenager
- 20+
- 30+
- 40+
- Senior citizens

What are the key reasons why the target user chooses you company?

Four horizontal text input fields for listing reasons.

(Service, products, prices, etc.)

Do you want to expand your target audience in a certain direction?

Three horizontal text input fields for expansion directions.

More specific features of your customers

Four horizontal text input fields for customer features.

Some words about your company

[Text input area]

Short description in keywords

[Text input area]

Subsidiaries

[Text input area]

Average number of employees

What kind of products or services do you offer?

[Text input area]

What is unique and superior about your products/services?

[Text input area]

What proof do you have that your solution is unique and better?

[Text input area]

Technical requirements

- | | |
|--|---|
| <input type="checkbox"/> Basic HTML site | <input type="checkbox"/> Online magazine |
| <input type="checkbox"/> HTML5 / CSS3 website | <input type="checkbox"/> Online forum or blog |
| <input type="checkbox"/> Responsive website | <input type="checkbox"/> Email design |
| <input type="checkbox"/> CMS (ContentManagementSystem) | <input type="checkbox"/> Landing page |
| <input type="checkbox"/> E-commerce shop | <input type="checkbox"/> Redesign of website |

Additional requirements

Special features

- | | | |
|---|--|---|
| <input type="checkbox"/> Adobe Flash | <input type="checkbox"/> Information / request forms | <input type="checkbox"/> Online payment |
| <input type="checkbox"/> Video streaming | <input type="checkbox"/> Uploads / downloads | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Database MySQL | <input type="checkbox"/> Customer login | <input type="checkbox"/> Image gallery |
| <input type="checkbox"/> Search | <input type="checkbox"/> Registration | <input type="checkbox"/> Image slider |
| <input type="checkbox"/> Newsletter / Email sign up | <input type="checkbox"/> Store / Shopping cart | <input type="checkbox"/> Other |

Resources and Deliverables (Who will provide the following resources?)

Client

-
-
-
-
-
-
-
-
-

Our company

-
-
-
-
-
-
-
-
-

- Stock Photography
- Company photography
- Other Artwork / Illustrations
- Text and / or translation
- Professional logo
- Graphic design
- Other print collateral
- Metatags / Description
- Font(s)

QUESTIONNAIRE WEB DESIGN

Design (chose your preferred style)

- Clean and functional
- Romantic and playful
- Bright and warm
- Classic and elegant

Do you have colors you prefer or you like to use?

Do you have print materials, like business cards or brochures, we need to match?

Tell us some competitors websites

Provide a list of websites you like and you don't like

Websites we like

Websites we don't like

Place for additional information

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That is all I need to get started. Please feel free to give as much or as little of the above information as you see fit, but keep in mind that the more you offer up front, the less Q&A is required, and the smoother your project will go.

Send this questionnaire back to info@rahatayaz.com.

I will call you back in the next 24h.

Thank you very much for your time.

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