

Client Questionnaire

- Schedule / Budget**
- » Project start date?
 - » Project completion date? Is there a specific reason for these dates? (ex: trade show, product launch, seasonal business)
 - » What are you looking to spend to achieve your vision? (ex: \$10-20K, \$20-50K, over \$50K) *budget determines how much time you can devote to the project.
 - » Can your project be divided into phases to account for budget / time constraints? (ex: partial product list, reduced functionality)
- Project overview**
- » List your (business) objectives for this project in order of importance. (ex: provide information, improving sales rate, increase customer satisfaction)
 - » Describe your overall business strategy / goals? (Include recent initiatives if relevant)
 - » What are you hoping to achieve? How will you measure / prioritize the designs' success? (ex: double web traffic, generate 30% more leads, increase conversion rate, 20% increase in revenue)
- Technology**
- » Is there any eCommerce part of this project?
 - » Do you require a Content Management System and is there a required CMS specification? (Please list the name of the CMS you would like to use)
 - » Are there any other technology needs?
- Your target audience**
- » How do you think people currently perceive your company and services? (ex: upscale, trendy, customer-focused, friendly, etc.)
 - » Why will people choose you over competitors?
 - » How will people find your website?
 - » Describe your target user.
- Design considerations**
- » How do you want visitors to feel about your current design(s)? (eg, clean, balanced, modern)
 - » Who is your competition? Why? List strengths / weaknesses for each
 - » Aside from your competition, are there any other organizations / brands that you liked the visual design of? What did you like specifically? (Please include web addresses)
 - » What is effective about the current designs?
 - » What is not effective about the current designs?
 - » Describe your ideas to improve the existing designs
 - » How do these features support your business goals?
 - » How do these new features support your business goals?
- Additional comments**
- I tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to include any extra information that you think is important. Consider the Who, What, Where, and Why?