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Website Design and Development Questionnaire

Whether we are developing a new web site or redesigning your existing web site, answering these questions will make it easier for both of us to develop your website efficiently.

We have discovered from experience that this is a worthwhile investment for you and us. This exercise can save both of us a lot of time clarifying different aspects of the project. You can use additional sheets of paper if necessary.

If you have any questions regarding this questionnaire, you can email us at shutterfox@reymendoza.com or call us anytime at Mobile (632)9279385210 or landlines (632)3579573 or (632)8506261

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Project Name:

Project description:

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

Who has final approval on the project _____

Title: _____

Telephone: _____ Email: _____

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1. Do you need a new website or a redesign of your existing website?

- I need a new website. My preferred domain name is http://_____
- I need to redesign my existing website. My current website is http://_____
- I need this website launched on _____

2. What is the purpose of the website? Write at least 3 specific objectives for your website

1. _____
2. _____
3. _____

Some of the usual website objectives are:



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- Bring in New Clients/Customers
- E-Commerce
- Education, Training or Instructional
- Extend Marketing Reach
- Information Dissemination
- Starting Internet Presence

3. Who is your Target Audience?

Identifying the profile of the target audience is so important, because it will serve as base for defining the way the site will be built. This includes the main site's visuals, the language used, the metaphors, the color schemes, even the font sizes.

Age: _____ Gender: _____

Lifestyle: _____ Occupation: _____

Religious Aspects: _____ Ethnic Background _____

Applicable jargon or buzzwords: _____

Geographic locations: _____

Interests and hobbies: _____

Their needs and reasons for coming to your site: _____

Computer and modem equipment they will have: _____

Others: (please specify)

4. Perception

Use adjectives or descriptive words to describe the atmosphere/style of your web site for your audience. List as many as you can but be specific and not confusing (e.g. - formal and cartoon like).

Professional Conservative Friendly Formal Casual

Serious Humorous Expert Service oriented

Others: Please specify _____

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5. **List some web sites that have the same target audience that you specified**, or that communicate an image or style that is similar to what you want. What areas or features do you find interesting about these web sites? (e.g. <http://www.something.com>,etc..)

1. _____

2. _____

3. _____

From the above web site examples, list the functions/features that are in these websites which you want to likewise see on your website.

6. **Content**

Do you have content or wording for you web site?

Yes No

If you already have a website, would you like to use the content of your present site?

Yes No

with complete revision (format & organization)

with updates in existing information

with additional information

Will portions of your web site require frequent updating on a weekly or monthly basis?

Yes No

Features such as calendars/schedules, daily quotes, etc., require that arrangements be made to perform regular site maintenance. Please indicate your expectations of the web site maintenance by selecting one of the options below.

It will require weekly or monthly updates and I will want you to handle the updates.

It will require weekly or monthly updates and I will handle the updates myself or have someone other than you, do them.

It will probably only require a few updates in a year and I will contact you if I want assistance with the updates.

No, it will not require updates

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7. Will you be requesting any sensitive information on your web site (social security numbers, credit card numbers)? Kindly list them down.

8. Will some of the contents of the site be restricted for viewing to a group of people? If so, please specify

9. Do you have a tagline/slogan? If so, what is it?

10. Will the site require forms, saving of some information or feedback to an email address? If so please specify.

11. Design: List colors or a color scheme you would like.

12. List some adjectives that describe the website experience you want to create.

13. If you need a website redesign, what exactly do you do not want from your existing website? What do you want us to retain?

1. Features I want to retain on my existing website

1. _____

2. _____

2. Features I do not like on my existing website

1. _____

2. _____

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14. **Below is an example of a website map, kindly think about your own site map and and create a rough site map of your website, it doesnt need to be detailed, just an overview.**

- ✓ Homepage
- ✓ About Us (usually a company profile)
- ✓ Contact Us
- ✓ Products or Services page
- ✓ Order Forms or Shopping Cart
- ✓ Customer Testimonials
- ✓ Photo Gallery
- ✓ List of Clients, Portfolio page
- Kindly list your own site map, you may use additional sheets if necessary
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

15. **How did you find us?** _____

16. **Please do give us any additional information that could help us develop your website better;**

Thank you. Please email your answers to us (shutterfox@reymendoza.com) and we will provide you a quotation within a few days. We also meet with the client prior to the quotation so we can iron out any issues, besides we love to answer any questions that you have so you would have the peace of mind that you are working with a web design professional.