

Please fill out all questions to the best of your ability. The more complete and detailed your answers are the better I will know how I can be of help. Thank You

Website Design

COMPANY-RELATED QUESTIONS

1- Do you currently have a website? What is the URL?

YES **NO** **URL:** _____

2- Describe the products/services you sell.

3- Who are your main competitors? How do you differ?

4- What are your top 3 frustrations with your current website?

1.

2.

3.

5- What do you like most about your current website?

6- What do your current competitors website have that you aspire to?

7- Age range of your target client base

PROJECT-RELATED QUESTIONS

8- Technical skill level of your client base. Have a scale ranging from zero to ten with zero being the least technologically skilled and ten being the best.

9- Will your visitors require any special needs? (Mobile version of site, multiple language support, larger type for easier reading, etc.)

10- Imagine your website in 5 years from now. Complete the sentence: I know my website works because...

11- Name 3 things that are most important about the design of your new website.

1.

2.

3.

12- Name 3 things that is least important in the design of your new website.

1.

2.

3.

13- Do you have any color preferences, existing brand colors, and/or colors you do/not wish to include?

14- What are some existing websites that appeal to you? Provide links if possible.

15- Deadline, timing or exact date of completion for your website

16- Do you have a budget you are trying to meet?

ADDITIONAL QUESTIONS

17- Do you need to be able to update the website on your own? (ie: CMS)

18- Will this be an e-commerce website? Will you be selling any products or taking payments on your website?

19- Do you need a copywriter? If you are using existing copy on your current website, will it need to be modified in any way?

20- Is your logo and other imagery web ready?

21- Do you have all images that you would like to be included in your website or would you like the designer to use imagery where appropriate?

22- How will you be updating the site in the future (if they are not using a CMS)?

23- Will you need an additional SEO help (registering with search engines, adding businesses to Google Business Center, Analytic setup, etc.)

24- Do you already have a domain and host setup for your new website? If so, do you have the FTP and host log in information accessible?

25- Any specific features you would like included? Log in ability, calendars, forums, blog, subscription services (RSS, email or newsletters)?

Additional details and comments ::

If you are interested in a Logo design please fill out the questions below. Please fill out all questions to the best of your ability. The more complete and detailed your answers are the better I will know how I can be of help. Thank You

Logo Design

COMPANY-RELATED QUESTIONS

1- How would you describe your services and/or products?

2- What are the long term goals of your company?

3- If you have a logo. Why do you want a new logo? Or if you don't have a logo what do you want your new logo to accomplish?

4- Who are your main competitors? Please provide website like if possible.

5- How are you different from your competitors?

6- What's the age range of your target customer base?

PROJECT-RELATED QUESTIONS

7- Do you have a tag line? If so, would you like it stated along side your logo?

8- Do you have any specific imagery in mind for your logo?

9- Do you have any color preferences, or existing brand colors?

10- Do you have any colors that you do not wish to use?

11- What adjectives should best describe your logo?

12- What feeling or message do you want your logo to convey to those who view it?

13- How do you prefer your logo to be worded or written out?
Example: thedesigncubicle or the design cubicle

14- How would you like the typography to appear?
Example: script, bold, light, hand drawn, custom lettering

15- Where will your logo be used?
Example: print, web...

16- Where will your logo primarily be used? If the primary usage for your logo is the web, typically horizontal logos work best.

17- What's your preferred deadline, time frame or exact date of completion?

18- Budget?

19- Would you like any addition design services to be packaged with your new logo?
Example: business cards, envelopes, letterheads, etc.

20- What logos appeal to you and why?
Another question they can also with links and visual examples.



Additional details and comments ::