Kestrel Designs

Web Site Solutions, Graphic Design, Digital Photography

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Client Questionnaire

Clear communication and careful planning greatly increase the potential success and impact of a web site. The following questions are designed to help you start thinking about what is needed for your site. You may not know exactly how to answer all of them and that's okay, but please take the time to answer as many questions on this worksheet as you can.

Client/Company Name

Contact Information

1. Who is the contact person responsible for overseeing your participation in the Web site development? List name and contact information for this person.

2. Who has final approval on the project? List name and contact information for this person.

Service

1. Do you need to redesign an existing site ☐ or create a new site ☐

2. What type of site do you need?

   eCommerce ☐ business/company informative ☐ non-profit organization ☐ advertising flier ☐

   personal home page ☐ personal event site ☐ (i.e. wedding or baby) other ☐

   please describe:

3. What is your target deadline for having your site available publicly? _____

Company Information (If this is for a personal site, please skip this section.)

1. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)

2. How old is your company? _____

3. How do you envision this project supporting your comany's missions and objectives?

4. How will you judge the success of this project?

Purpose of Web Site

1. What do you hope to accomplish with this web site? Please select all that apply.

   educate ☐ sell ☐ entertain ☐ survey ☐ answer frequently asked questions (FAQ) ☐

   generate data bases ☐ provide a forum for discussion ☐ other ☐ please describe:

2. Who will your typical visitors to your web site be? (This is your "target audience.") Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.

Budget

What is your company's budget for this web site?

Development: $ _____ Maintenance: $ _____

Hosting: $ _____ Promotion: $ _____

Domain Name

1. Do you have a domain name for your site? (i.e. http://www.mydomainname.com)

   Yes ☐ No ☐ If so, what is it? _____

2. If you do not already have a domain name, would you like our assistance developing one?

   Yes ☐ No ☐ If yes, please list a few ideas for domain names:

Web Hosting

1. A Web Host is the company that will hold your web site files and make them accessible on the World Wide Web. Do you have a current web site host or preferred host?

   Yes ☐ No ☐ If so, who is it? _____

2. If you do not have a host, would you like us to recommend one for you?

   Yes ☐ No ☐

Site Promotion

1. What kinds of Internet promotion will you need for this web site? Please select all that apply.

   Basic search engine submission ☐ complete search engine ranking campaign ☐ banner ads ☐

   E-mail campaigns ☐ other ☐ please describe:

2. Who will be responsible for promotion? Please list name and contact information.
   (We do provide these services, please let us know if you are interested.)

Maintenance

1. How frequently will this site need to have information updated?

2. Who will be responsible for updates and for checking the site periodically to make sure it is still working properly? Please list name and contact information.
   (We do provide basic maintenance services, please let us know if you are interested.)

Content

Content is the information and features you include on your web site.

1. Do you already know what pages you would like to have? If so, please select all that apply.

   A Splashy Entry Page ☐ Home ☐ About Us ☐ Contact Us ☐ Services ☐ Products ☐

   Order Form ☐ Registration ☐ FAQ ☐ Map and Directions ☐ News ☐ Events ☐ Calendar ☐

   other ☐ please describe:

2. Are there specific features or effects you would like to include on your web site?
   If so, please select all that apply.

   Slide Show ☐ Video Clip ☐ Audio ☐ Pop-Up Advertising ☐ Animated Graphic ☐ Frames ☐

   Search Engine ☐ Shopping Cart ☐ *Adobe PDF* pages ☐ Business Forms ☐ Guest Book ☐

   Rollover Effects ☐ (Buttons, graphics or photos that change when the mouse rolls over them.)

   other ☐ please describe:

3. What items do you already have that we can use on your website? Please select all that apply.

   Existing Web Site Content ☐ Brochures ☐ Newsletters ☐ Fliers ☐ Text on Disk ☐

   Photographs ☐ Graphics ☐ Transparencies ☐ Forms ☐ Data Base ☐ Other ☐ please describe:

Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your web site!

Tip: The professional appearance of your web site has a lot to do with the photos or graphics you choose. If you need us to find or create graphics or photos for you, we will be happy to provide that service on an hourly basis.

Style

1. Choose three to five adjectives you would like the style of your site to express.

   professional ☐ sophisticated ☐ conservative ☐ fun ☐ friendly ☐ formal ☐ casual ☐

   progressive ☐ serious ☐ classy ☐ easy ☐ experts ☐ humorous ☐ service-oriented ☐

   other ☐ please describe:

2. Select any visual elements or styles that MUST be utilized from existing materials

   logo ☐ letterhead ☐ key phrases ☐ colors ☐ typeface (font) ☐ other ☐ please describe:

Colors

Do you have a preferred color scheme for your web site? Please select all that apply.

company's logo colors ☐ blues ☐ greens ☐ yellows ☐ oranges ☐ reds ☐ purples ☐

black & white ☐ autumn hues ☐ winter tones ☐ spring fun ☐ summer warmth ☐

bold ☐ metallic ☐ neon ☐ muted ☐ pastel ☐ earthy ☐ ocean ☐ volcanic ☐

other ☐ please describe:

Inspiration

Are there any web sites that have a look and feel you admire? If so, please list the URL address(es) (i.e. http://www.greatwebsite.com) and identify the particular features you find most appealing.

Thank you for taking the time to answer this questionnaire, and please let us know if you have other comments, questions or instructions!

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