



# WEBSITE DESIGN QUESTIONNAIRE

Please complete and return the enclosed form. Your response will help us to define the initial direction of your new website based on a clear understanding of your vision, type of business and requirements.

Client input is the foundation upon which successful identities are built. This questionnaire will help you articulate and identify the overall goals of development project, including specific answers regarding the message, audience, look and feel, and application.

Each key decision maker in your company should fill out his or her own form and answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of the survey.

## Contact Information

Your Name

Contact Title

Address

Phone  Fax

Email

How did you hear about KT?

## Services

- Web Site Design & Development
- Logo Design
- Scanning and Image Optimization
- Custom Design
- Web Site Maintenance
- E-Commerce



www.KenOTechnology.Com

1-416-856-8907

+2347081033104

[EKO@KenOTechnology.com](mailto:EKO@KenOTechnology.com)

Who will be the contact person(s) for your web site?

Are you paying for the Domain/Hosting Space?

 Yes No

Is there a deadline for this project?

Would you like the project broken down in phases to help you meet your goals?

Will this be a new Web site design or redesign of your existing Web site?

If you have a Web Site will you be using existing content?

If you will be using existing content will you add more content?

## Background, Videos

Describe the nature of your business.

List the services that your company provides

How many pages do you anticipate your Web Site will have?

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

How many videos do you want uploaded?

Do you want videos to be watched?

Do you want videos to be downloaded?



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## Goals, Purpose, Concept, Focus, Direction, Strategy, and Message

What is the core purpose of your Web Site? Check all those that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Entertainment                                  | <input type="checkbox"/> Increase sales                     |
| <input type="checkbox"/> Increase corporate, brand, product recognition | <input type="checkbox"/> Improve internal communication     |
| <input type="checkbox"/> Reduce customer service calls                  | <input type="checkbox"/> Increase prospective customer base |

What is the primary message you wish to convey?

Do you have any specific design elements in mind?

What kind of interactivity will your site need?

## Style, Design Message, Theme

What image do you want your site to project, what should be "the look and feel"?

Please list some examples of sites that you like:

Sites where I like the navigation:



Sites where I like the color scheme:

Sites where I like the branding or image:

Sites designed for same target audience:

Sites I like the user interface or layout:

Please list some competitor's sites and what you like and dislike about them:

## Logo and Corporate Identity

Do you have a company logo?  Yes  No

Do you have a company slogan and/ or mission statement  Yes  No

If yes, what is it?

Have a corporate color scheme or any symbols/iconsthat we should incorporate in our design?  Yes  No

If yes, please list:

Do you already have image/graphic content for your website?  Yes  No

Do you have text content ready for your website?  Yes  No

Approximately how many photos/graphics would you like to use on the site?

Do you have anything in mind for the background images or colors?



## E-Commerce

Are you going to be accepting credit cards?

Yes  No

If so do you currently have a merchant account?

Yes  No

List the name of your merchant account if you have one:

How many products and/or services do you plan to sell?

## Maintenance

Would you be interested in having us do the updates and maintenance to your web site?  Yes  No

How often would you require updates?  Daily  Weekly  Monthly  Quarterly  Other

Would you be interested in assistance from KT to promote your site  Yes  No

## ADDITIONAL NOTES/COMMENTS

Signature by KenOTechnology.com

Signature by Client

\_\_\_\_\_

\_\_\_\_\_

Date

Date

\_\_\_\_\_

\_\_\_\_\_