

Client Questionnaire

To make our initial consultation most productive, please consider the following prior to our meeting.

A good website is the product of a professional process from start to finish:

- Well-written, engaging and concise content, checked for spelling and grammar.
- High quality photos or images, showing details and/or providing the ability to enlarge.
- A pleasing design that supports your message; *good design is good business*.
- Proper technical execution with attention to details.

1) Business Goals

- Are you a new or established business?
- Describe your business; who you are, what you do, your industry/competitors, and your target market.
- What are your business values/ethics and goals?
- Do you have an existing identity, need one created, or want a makeover?
- *If you already have an identity, provide samples of your existing print materials.*
- **Provide a digital copy of your logo** (.ai or .eps files preferred); email to caprina@caprinadesigns.com
- What would you like your website to accomplish?
- Consider user tasks; when users visit your website, what are they actually trying to do?
- Who will be your audience? Consider demographics: age, gender, interests, income, politics, location, etc.
- What are some example sites you like and why? (Style, colors, layout, organization, content, etc.)
- How often do you anticipate updating the website?
- Do you intend to maintain the website yourself? What portions of the website?
- Do you have an existing plan or marketing strategy to promote the website?
- What is your target launch date for the website? What are the factors surrounding this deadline?
- What is your budget for the website? For maintenance? For promotion?

2) Content & Functionality

Your content and images will greatly inform the design and layout of your website.

- **Text:** Concise, yet detailed content is the most effective on the web. Remember it is an *information* medium. Provide your text content in its **final draft** in a digital format. *Plain text (.txt) or Word (.doc) files are preferred.* Additional writing and editing services available; ask for details.
- **Images:** Do you have existing images? (High-quality, high-resolution digital files are generally required.) Make sure you have the usage rights to any images you will be using. Consider the use of stock images;

www.istockphoto.com is a great resource for inexpensive stock photography; please quote file number if requesting particular images. Consider generating images; do you require photography?

- Determine **sitemap** by separating topics into pages; eg. Homepage, About/Company, etc.
- Navigation: The number of pages and titles will determine whether the navigation runs horizontally (best for under 6 short-worded options or sections with dropdowns) or vertically down one side.
- Also think about whether you envision future expansion, as you will want a more flexible design to avoid a redesign later, unless that is also in your plans!
- Consider additional functionality: newsletter/ mailing list, events calendar, feature/news box, product catalogue/database, shopping cart, blog, photo gallery, flash animation/movie, etc.

3) Design ~ The Look & Feel

What are your preferences, if any?

- **Feeling:** Earthy? Rustic? Folksy? Ethnic? Calming? Soothing? Exciting? Chic? Sophisticated? Professional? Conservative? Minimalist? Industrial? Modern? Funky? Themed? Fun? Kids?
- **Layout:** Airy/open? Divided? Balanced? Asymmetrical?
- **Color:** Light or dark? High or low contrast? Warm or cool? Monotone or multi-color? Saturated or unsaturated? Neutral?
- **Fonts:** Do you have a preference? Serif or sans-Serif? Serif fonts for the web include Courier New, Georgia, and Times New Roman. Sans-serif fonts for the web include Arial, Trebuchet, Verdana.

4) Domain Registration & Hosting

- **Do you have a domain name (yourcompany.com)?**
IF YES: Provide access information: registrar, username, and password
IF NO: What would you like the domain name to be? (subject to availability)
- **Do you have a hosting account?**
IF YES: Provide FTP access: hostname, username, and password
IF NO: I can assist you with setup of a hosting account on Islandnet (www.islandnet.com); I recommend the **Intro** plan (\$4.95/mo) plus 1 domain hosted (\$4.95/mo) for a total of \$9.90/month plus taxes.

5) Additional Design/Print Work

- Any existing items with which to maintain consistency? *Provide samples.*
- What is your budget for each project? Deadlines?
- Format? Sizes? Paper stock? Colors? (Pantone vs. CMYK)
- Any text content is required in **final draft** in a digital format. *Plain text (.txt) or Word (.doc) files are preferred.* Additional writing and editing services available; ask for details.
- Images are required in very high resolution versions; *300 dpi minimum.*