



Niki Lopez Creative

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Niki Lopez

Web Design Project Questionnaire

Mission:

To gain insight and data for your project, please fill out and return. All files related to your project, submit to: nikilopez@gmail.com.

Contact Person:

Position:

Phone:

Email:

What is your role in the decision making process?

- Researcher*
- Recommender*
- Team Member*
- Final Decision Maker*

Project Timeline:

- Urgent* (1 - 2 months)
- Priority* (2 - 6 months)
- Longer term* (6 + months)

Design aspirations?

- High caliber design*
- Mid-range design*
- Very basic site*

What is the budget for your project? (Website estimates range from \$500 - \$2500)

Is this a rush project? (Turnaround time of 30 days or less- additional fees may apply)

What are the basic goals of this current project?

Key messages to convey?

Key words to describe look & feel?

Is there a specific launch date for this project? (Ex. A launch party, promotion, etc.)

Is this your first Web Design project?

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

Do you have all the content and images for this site?

Will you have a E-Commerce store?

Do you need a photo gallery?

Will you need a blog?

Do you need { } -Social Media Set-up & integration, { } -analytics or { } -SEO?

If you are already on Social Media- I will need email, username, password, and or admin information to access accounts.

Do you need hosting?

Do you have your URL and/or Hosting information?

Background:

Describe the nature of your business

List the services or key selling points of your business.

Describe your target audience (example: average age, special interests, lifestyle, business to business).

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

Do you currently have marketing materials that we should incorporate into our design?

Do you have a logo?

Do you have a company slogan and or mission statement?

What are your company/service colors?

Can you describe your company, service, in a few words?

Goal/Focus/Concept/Purpose):

What is the core purpose of this site?

- Informational

- Sales/E-commerce

- Brand/Service/Product recognition

Site:

Is this a static site?

Will there be sound, or video?

Do you have any specific design elements in mind?

What interaction you want on the site?

What type of navigation do you need?

What are your tabs/pages?

Please list at examples of sites you like:

Sites liked based on the navigation:

Sites with similar target audience:

Who or which site would be your closest competitor?

What do you dislike about your competitors site?

Do you need assistance acquiring/scanning/preparing your images?

Do you need images for you site?

Do you have a separate budget for images?

Do you need help developing textual content for your web site?

E-Commerce:

Are you going to be accepting credit cards?

If so do you currently have Paypal or merchant account?

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

Maintenance

Would you be interested in having us do updates and maintenance to your web site?

How often would you require updates?

Would you be interested in assistance to promote your site and/or register you with search engines?