THE ULTIMATE

WEBSITE DESIGN

QUESTIONNAIRE

by htmlBurger ®

WEBSITE DESIGN
QUESTIONNAIRE

Date: _____ Client: _____

Due date: _____ Contact Info: _____

BRAND-RELATED QUESTIONS

Do you want to build a new website or redesign an existing one?

What is the name of your business?

What are your products and services?

What is your business' value proposition?

Who are your ideal customers?

PROJECT GOALS

- [ ] Clear design and logical structure
- [ ] Custom CMS
- [ ] CMS platform
- [ ] Multilingualism
- [ ] Other goals: _____

- [ ] Sell products
- [ ] Promote new services
- [ ] Establishing a brand
- [ ] Improving company image

TECHNICAL QUESTIONS

What is the purpose of your website?

- [ ] eCommerce
- [ ] Business
- [ ] Blog

- [ ] Portfolio
- [ ] Event
- [ ] Membership

- [ ] Personal
- [ ] Informational
- [ ] Educational

- [ ] Non-Profit
- [ ] Social Media
- [ ] Other

TECHNICAL REQUIREMENTS

- ☐ Website design
- ☐ Email design
- ☐ CMS platform:

- ☐ Landing page design
- ☐ HTML/CSS/JavaScript Project

What pages do you need on your website?

- ☐ Homepage
- ☐ Product Page
- ☐ Product Demo Page
- ☐ Shipping Page
- ☐ Pricing Page

- ☐ Booking/Scheduling Page
- ☐ Login/ Sign Up Page (for membership websites)
- ☐ Account Page
- ☐ Blog

- ☐ About Page
- ☐ Contact Page
- ☐ Search Page
- ☐ Custom 404 Page

- ☐ Other:

WEBSITE FEATURES

- ☐ Image slider
- ☐ Image gallery
- ☐ Blog
- ☐ Online ordering
- ☐ Online payment

- ☐ Shopping cart
- ☐ Customer Login/ Registration
- ☐ Newsletter
- ☐ Search

- ☐ Video Streaming
- ☐ Forms
- ☐ Social Media Buttons
- ☐ Call-to-Action buttons

- ☐ Pricing tables
- ☐ Maps
- ☐ Live Chat
- ☐ Chatbots

DESIGN-RELATED QUESTIONS

What do you like and dislike about your existing website?

Does your company have branding guidelines?

- ○ Yes, they're attached/available here:

- ○ Not yet, but expect a style guide soon
- ○ Not yet, and I need help with them
- ○ A style guide would be irrelevant for this project

Does your company have branding guidelines?

- [ ] Branding Guidelines (color and font preferences)
- [ ] Logo
- [ ] Tagline
- [ ] Images (photoshoot, stock photos, custom brand illustrations)
- [ ] Sitemap
- [ ] Content

BRAND IMAGE

How do you envision your website's image? (Choose one of each)

Greyscale	○ ○ ○ ○ ○	Colorful		Serious	○ ○ ○ ○ ○	Fun
Authoritative	○ ○ ○ ○ ○	Friendly		Classic	○ ○ ○ ○ ○	Modern
Minimalistic	○ ○ ○ ○ ○	Complex		Non-Interactive	○ ○ ○ ○ ○	Interactive
Conservative	○ ○ ○ ○ ○	Nonconventional		Retro	○ ○ ○ ○ ○	Futuristic
Masculine	○ ○ ○ ○ ○	Feminine		Elegant	○ ○ ○ ○ ○	Sporty
Professional	○ ○ ○ ○ ○	Casual		Safe	○ ○ ○ ○ ○	Extreme
Luxurious	○ ○ ○ ○ ○	Natural				

QUESTIONS ABOUT THE PRACTICAL BITS

Do you need help updating and maintaining your website? ○ Yes ○ No

Do you need help with blogging and content marketing? ○ Yes ○ No

ADDITIONAL SERVICES

- [ ] Web development
- [ ] Logo Design
- [ ] Image Optimization
- [ ] Website Maintenance
- [ ] Custom Illustrations
- [ ] Custom Animations
- [ ] Infographic Design
- [ ] Application Design

- [ ] Other: logos, posters, social media covers, banners, business cards, etc.

What is your timeframe?

What is your budget?

Additional notes, comments, requests, or concerns.