

webshef client web questionnaire

date: _____

client business name & address:

contact person name & title:

INFORMATION QUESTIONS

purpose of website:

message (short statement: what does the client want to say to viewers?):

primary (target) audience:

audience background (what do they already know about the topic or message?) :

audience demographics:

information categories:

Does client require writing services? *Yes *No details:

DESIGN QUESTIONS

extension of another website or brand new:

known / desired color scheme:

known / desired theme:

Fonts requested? *Named font *Style only: *Serif *Sans-Serif *Script

logo being supplied? * Yes *No

artwork being supplied? *Yes *No *Some type (electronic files, paper copies, photographs, etc.):

photography required? *Yes *No *Undecided details :

stock photo purchases needed? *Yes *No

media elements requested?

- | | | |
|-----------------|--------------------------|---------------|
| Flash animation | <input type="checkbox"/> | detail: _____ |
| Flash banner | <input type="checkbox"/> | detail: _____ |
| Logo design | <input type="checkbox"/> | detail: _____ |
| Slide show | <input type="checkbox"/> | detail: _____ |
| Video | <input type="checkbox"/> | detail: _____ |
| Sound recording | <input type="checkbox"/> | detail: _____ |
| Newsletter | <input type="checkbox"/> | detail: _____ |
| Brochure | <input type="checkbox"/> | detail: _____ |
| Other | <input type="checkbox"/> | detail: _____ |
| | <input type="checkbox"/> | detail: _____ |

interaction questions

will audience interact with the web site in some way? (describe)

interactive elements requested:

- | | |
|---|----------------|
| <input type="checkbox"/> Response Form (Collect information) | details: _____ |
| <input type="checkbox"/> Request Information (Send information) | details: _____ |
| <input type="checkbox"/> Guestbook | |
| <input type="checkbox"/> Survey | |
| <input type="checkbox"/> Discussion board | |
| <input type="checkbox"/> Other | details: _____ |
| | _____ |
| | _____ |

database questions

does client have a database that the website will be connected to? *Yes *No details:

does client need a database for the website? *Yes *No
(database design will require further consultation, this is a preliminary questionnaire only)

type of database:

- Membership database
- Login / password
- Customized data pages (based on user selections)
- Information look-up
- Forms / documents
- Personal records / accounts

details:

resource questions

where will website be hosted? *Known location *Recommend hosting

does client currently have a website? *Yes *No details:

approximate size of website (number of pages):

- Projected: _____
- Current: _____

allocated file space for website (if known):

expected number of users:

_____ hourly daily weekly monthly

website updates:

constant daily weekly bi-weekly monthly occasional

website backups:

constant hourly daily weekly bi-weekly monthly

client deliverables:

desired time frame:

wrap up

any other details?
