SONOMA WEBMASTERS

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WEB DESIGN QUESTIONNAIRE

Contact information

Client Name

Address

City / Country

Phone

Postal Code / Zip Code

Mobile

Email Address

General

What is the url (web address) of your current or intended website?

Where is your current website hosted or where do you intend to host your website?

Do you have full access?

☐ Yes   ☐ No

Please provide us with the username and password.

Username:

Password:

Who will be involved on your end in the development of the website?

Name:

Email:

Do you have a budget you are trying to meet?

☐ Yes   ☐ No   Amount:

Describe your target audience.

What is the purpose of the website?

☐ Informational - Tells a potentional customer or visitor what your business is, where it's located, it's operating hours, how to contact you and maybe a bit more.

☐ Educational - Similar to a health site with information on conditions or illnesses.

☐ Inspirational - Provide people with stories and photography and music on various topics such as personal development, spirituality , psychology etc.

☐ Promotional - Generally promote a celebrity, a rock band, an author, a product or more.

☐ Entertainment - This is the type of sites that are turned to for it's entertainment purposes like "youtube".

☐ E-Commerce - These sites exist primarily to sell something. (The best e-commerce sites combine many of the features of the above' sites).

Other purposes

What do you want people to feel when they visit your website?

Most people buy according to how they feel about a product (their emotions) rather than logic. Cultivating an emotional bond with your customers is important. If your website isn't turned to resonate with your audience's emotions, you could be losing business

Please select **ONE** of the following emotions that you wants your visitors to feel most when they visit your website.

☐ Joy   ☐ Inspiration

☐ Gratitude   ☐ Awe

☐ Serenity   ☐ Surprise

☐ Interest   ☐ Trust

☐ Hope   ☐ Anticipation

☐ Pride   ☐ Acceptance

☐ Amusement   ☐ Apprehension

Other emotions.

What is your company's core values and how do you express them to your visitors?

Here are a list with some core values that you can choose from. **BUT** try to write some of your own to help us make your company unique.

- ☐ Integrity
- ☐ Diligence
- ☐ Discipline
- ☐ Appreciation
- ☐ Open and Honest Communication
- ☐ Transparency

- ☐ Accountability
- ☐ Perseverence
- ☐ Directness
- ☐ Trust
- ☐ Honesty
- ☐ Treating others as you want to be treated

Other unique core values.

What makes you different from your competitors?

Here are a list with some areas that will make your company different from your competitors. You can choose from the list, **BUT** try to write some of your own to make your company unique.

- ☐ Price
- ☐ Added Value
- ☐ Convenience
- ☐ Trust
- ☐ Conscience
- ☐ Market Niche

- ☐ Offer
- ☐ Solve a Problem
- ☐ Unique Gift
- ☐ Guarantree
- ☐ Customer Service
- ☐ Communication

Other areas which differentiate you from your competitors

Does your company have a corporate identity that needs to be matched?

☐ Yes   ☐ No   If yes, please list the materials that we need to match below:

What kind of technical website would you prefer?

If you do not understand any of the following technical terms we will gladly explain them to you. Choose as many as you want.

☐ Basic HTML site   ☐ Online magazine

☐ HTML5 / CSS3 website   ☐ Online forum or blog

☐ Responsive website   ☐ Email design

☐ CMS (Content Management System)   ☐ Landing Page

☐ E-commerce Shop   ☐ Redesign of website

Please state additional requirements above

Which additional special features would you like to see on your website?

☐ Adobe Flash   ☐ Information request form   ☐ Online Payment

☐ Video Streaming   ☐ Uploads / Downloads   ☐ Blog

☐ Database MySQL   ☐ Customer Login   ☐ Image Gallery

☐ Search   ☐ Registration   ☐ Image Slider

☐ Newsletter Email Signup ☐ Store / Shopping Cart   ☐ Other

Please state additional special features above

Which type of page layout design would suit your website the best?

☐ *STATIC* - Static layouts are the traditional web: one design that sits in the center of the page and requires horizontal scrolling if the window is too small for it.

☐ *LIQUID* - (also called "Fluid") is characterized by scaling the width of parts of the design relative to the window. It tends to fail when the window is much smaller or much larger than it was originally designed for.

☐ *ADAPTIVE* - is characterized by having defined layouts for different resolutions. Within each layout, resizing the window does not change the layout.

☐ *RESPONSIVE* - is characterized by having defined layouts for different resolutions. Within each layout, the design is liquid and resizes the width of elements relative to the changing window size.

Please state other page layout designs here if you have any

Which design style would suit your website the best?

☐ *CLEAN AND FUNCTIONAL* - beautiful typography, strategic use of colors and graphics, and free of visual clutter.

☐ *FUN AND PLAYFUL* - happy and full of energy, eager to play and not serious

☐ *BRIGHT AND WARM* - creating a bright and warm environment using colors like yellow or orange. You want to be careful about using bright colors like yellow because they reflect more light and excessively stimulate a person's eyes which can lead to irritation.

☐ *CLASSIC AND ELEGANT* - tastefully fine or luxurious, with simplicity, power, and a certain ineffable grace of design. Refined and tasteful in appearance.

List any other design styles that you wish.

List the url's (web addresses) of three web designs that you like most.

What about those websites would you like to be incorporated into your website?

Which types of elements do you see on other websites that you really like?

Which types of elements do you see on other websites that you really hate?

Name the 3 elements that are most important in the design of your new website.

Name the 3 elements that are least important in the design of your new website

What do you like most about your current website?

Is there any functionality or options on your current website that you plan to keep (other than the content)?

What are your top 3 frustrations with your current website?

What do your current competitors' websites have that you wish to have?

Select the pages that you wish to have on your website.

You may select more than one of the following pages.

- [ ] Home Page
- [ ] Services Page
- [ ] Contact Page
- [ ] Shop
- [ ] Blog Page
- [ ] Pricing Page

- [ ] About Us Page
- [ ] Meet the Team Page
- [ ] FAQ Page
- [ ] Coming Soon Page
- [ ] Forum
- [ ] Portfolio Page

List other pages you wish to have on your website on the section above.

Who will provide the following resources?

Resource	US	YOU
Stock Photography (high resolution)	☐	☐
Company Photography (high resolution)	☐	☐
Other Artword / Illustration	☐	☐
Text (Content) and/or Translation	☐	☐
Professional Logo	☐	☐
Graphic Design	☐	☐
Other Print Collateral	☐	☐
Metatags / Description	☐	☐
Fonts	☐	☐
Favicon (the small 16 pixel by 16 pixel pictures you see beside some URLs in your browser's address bar.)	☐	☐
A Tagline (a catchphrase or slogan)	☐	☐

Who will do your website management?

Do you or your team need training for making website updates, content publishing guidelines, etc.?

☐ Yes   ☐ No

You can answer as much or as little of the above
questions as you see fit. Keep in mind that the more information you give us in advance, the more accuate your quote will be and it will be easier to expedite your new website in general.

When finished, send your finished questionaire to Grandmaster@sonomawebmasters.com
You will receive a custom quote based on your answers within the next 24 hours.
Thank you very much for your time, effort and interest in SonomaWebmasters.
We look forward to working with you!

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