



Web and Graphic Design

## Customer Questionnaire

Project Description:     New Design     Redesign     Maintenance

### 1. General Customer Information

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### 2. About your Business

Company Name: \_\_\_\_\_

Please list your Domain Name(s):

\_\_\_\_\_  
\_\_\_\_\_

If you do not own a domain name, please list examples of what domain name(s) you would like to buy for this project:

\_\_\_\_\_  
\_\_\_\_\_

Would you like Design & Look to purchase the domain name(s) for you?  Yes  No

**Site Mission/Goals:** List some of your objectives/goals in developing/redesigning your site (Examples: Build Brand Recognition, Sell online, Promote your business online, etc.)

\_\_\_\_\_  
\_\_\_\_\_

**Please describe your audience** (gender, age, interests, technical skills, computing style, etc.):

\_\_\_\_\_  
\_\_\_\_\_



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**What content or documentation can you supply to help us understand your mission:**

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### 3. About your Website

**What type of image do you want to communicate?**

- Conservative     Corporate     Feminine     Content driven     Fun  
 Friendly     Children     Hi-tec     Family     Academic  
 Others

**If others, describe here:**

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**COLOR:** Specify two model sites that show us the color combinations you want (*these websites do not need to be related to your business*)

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**STRUCTURE & LAYOUT:** List two sample sites which have a similar structure and layout to the one you want to develop (*these websites do not need to be related to your business*)

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**Cite a few sites that you dislike:**

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**NAVIGATION SECTIONS:** Please list your site structure idea and the navigation buttons/links you'd like to have (Example: 1. Home Page / 2. Products and/or Services / 3. About us / 4. Contact Us, etc.)

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Describe in one sentence the message you want this website to deliver:

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Do you have a web hosting service (server)? Yes No

If YES, what is the URL of your hosting company? \_\_\_\_\_

If NO, would you like Design & Look to provide you with a quote? Yes No

#### 4. About your Content

TEXT: How will you deliver the text content for your site to us?

Brochures and other literature (on paper)

Electronic format (Word or other text file, e-mail, etc.) *recommended*

Other. Please describe: \_\_\_\_\_

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GRAPHICS: Do you have any graphics that you would like us to use? If yes, in which file format do you have them? (e.g. jpg, gif, psd, tiff, or just a print out/not digital)

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LOGO: Do you want us to develop a logo or custom graphics for you? Yes No

ANIMATION: Do you want us to develop animated graphics? (e.g. animated gif, flash)

Yes No . If Yes, please describe: \_\_\_\_\_

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5. By what date would you like to launch your site? \_\_\_\_\_