



## Website Questionnaire

### General Information

1. Briefly describe your organization.
2. Do you have a logo for this project already?
3. What is the intended launch date for this project? Are there any outside considerations that may affect the schedule (i.e. PR Launch, tradeshow, annual report)?
4. What is the primary purpose of this site (general information, promote a product, promote a brand)?
5. Who are the primary contacts from your organization and who has final approval on the project? Please list names, title, email addresses, and phone numbers.
6. Email, FTP, and Domain Information
7. Do you have any email addresses that you would like to carry over to the new site.
8. If Giantseed Creative is not going to purchase a domain name for you please supply us with your domain registrar name, and account username and password.



## **Audience**

1. Describe the typical user coming to your site. How comfortable with the internet are your clients? How old is the user?
2. What is the primary action the user should take when coming to your site (make a purchase, become a member, search for information)?

## **Perception**

1. How should the user perceive the new site? Some examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.
2. Do you have an intended color scheme, theme, or visual identity in mind for the site?
3. Use adjectives and short phrases to describe the site's desired look and feel. (Examples include classic, up-to-date, crisp, modern, traditional, edgy)
4. Are there any existing web sites that you feel deliver the aesthetic elements you're looking for in this project? Please be specific and list urls.
5. Please list your competitors URLs, if any. What do you like or dislike about these sites? How do you wish to distinguish yourself from your competitors online.