

## About your Business

1 Tell us a little about your business?

*i* Key things to mention could be the size of your team, when the business was established, and what drives the company/you forward.

2 Who is your target audience?

*i* Every business has an ideal client, tell us a little about the demographic that your business targets, for example: age, gender and profession.

3 Who are your competitors?

*i* Mention who your competitors are, and also how you are different to them. What is your unique selling point?

4 What is the goal of this website?

*i* If this is your first website, explain what you hope to achieve with it, for example: an increase in sales or to further your brand.  
If you already have a website, you can mention the strengths and weaknesses of your current website.

5 Do you have an existing website?

Yes  No

If yes, please enter the URL here:

## Design Style Preference

6

What is your colour scheme preference?

*i* Please mention if your business already has an established colour scheme, if you have a colour in mind for the website, and any colours to avoid.

7

What is your font usage preference?

Serif

Script

Condensed

Grunge

Sans Serif

Geometric

Slab Serif

Other, please specify:

*i* Use the examples for guidance and tick as many options as you want. If you don't have a preference, please leave all options blank.

8

What is your design complexity preference?

Websites can range from very minimalist, to very detailed and complex designs. Please tick your preference below:

Very Minimal     Minimal     Balanced     Complex     Very Complex

Additional comments on design complexity:

**9 What look and feel do you want your website to have?**

Please tick the words and phrases below which you think are appropriate to your design preferences:

- |                                    |                                   |                                   |                                      |                                       |
|------------------------------------|-----------------------------------|-----------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Simple    | <input type="checkbox"/> Balanced | <input type="checkbox"/> Detailed | <input type="checkbox"/> Strong      | <input type="checkbox"/> Powerful     |
| <input type="checkbox"/> Relaxing  | <input type="checkbox"/> Calm     | <input type="checkbox"/> Enticing | <input type="checkbox"/> Interesting | <input type="checkbox"/> Unique       |
| <input type="checkbox"/> Colourful | <input type="checkbox"/> Bright   | <input type="checkbox"/> Muted    | <input type="checkbox"/> Pastel      | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Playful  | <input type="checkbox"/> Cartoon  | <input type="checkbox"/> Modern      | <input type="checkbox"/> Classic      |
| <input type="checkbox"/> Elegant   | <input type="checkbox"/> Sleek    | <input type="checkbox"/> Vintage  | <input type="checkbox"/> Retro       | <input type="checkbox"/> Textured     |
| <input type="checkbox"/> Clean     | <input type="checkbox"/> Dirty    | <input type="checkbox"/> Grunge   | <input type="checkbox"/> Glossy      | <input type="checkbox"/> Matt         |

Additional comments on the look and feel of the design:

## Design Examples

**10 Which existing websites do you like, and why?**

Please list 3 existing websites that you like, and what you think works well on them:

<b>1</b>	Web Address:
	Why it works well:
<b>2</b>	Web Address:
	Why it works well:
<b>3</b>	Web Address:
	Why it works well:

## 11 Which existing websites do you NOT like, and why?

Please list 3 existing websites that you don't like, and what you don't like about them:

1

Web Address:

Why it you don't like it:

2

Web Address:

Why it you don't like it:

3

Web Address:

Why it you don't like it:

## Additional Information

Please use this section for any additional comments you would like to make on the design of your new website:

Thank you for taking the time to fill in this questionnaire. We are now one big step closer to building you the website that looks and feels exactly how you want, and meets your businesses needs!