



# LIMONGRAFICA

web design and development

## Client Questionnaire

## Visualising your website isn't easy.

So we've created what we hope is a simple questionnaire to help you focus and capture your vision for the project, as well as devise a business plan for your website and any other marketing ventures. It outlines the key issues that you need to bear in mind when considering your new website. This will also make it easier for us to know what you have in mind and provide focal points for any subsequent discussions.

The more detail you provide, the better we'll be able to capture your vision and put it into practice. However, not every question will necessarily apply to you or you may be unsure about what to write. Just remember, this is only intended as a starting point for discussion and to give us a feel for your requirements and needs. We will talk you through everything.

We would like to emphasise that this stage is a free service to help us help you and completing this questionnaire renders you under no obligation to use Limongrafica in the future. However, we hope that this questionnaire demonstrates a transparent and professional approach to working with you to make the best use of the internet to further your business.

We look forward to working with you!

The Team at Limongrafica



# Tell us about yourself. . .

We need to know a little bit about you and your business as a starting point.

What's the name of your company and the current or intended domain name for your website?

What does your company do?

Who is the main contact for this project and their role?

Contact:

Position:

What is your intended launch date for the new site?

Are there any outside considerations that may affect the schedule?

Yes No

Do you have a specific budget already established for this project?

Yes No

Would you like the project divided into phases to accommodate budget and timing constraints?

Yes No

What are your motivations?

We would like to know the main reasons for commissioning a new website so that we can really understand the concept . . .

# Your design brief

We would like to know about your ideas and inspirations . . .

How would you like a first-time visitor to your website to perceive your company?

- Modern,
- funky,
- cutting edge,
- friendly,
- affordable,
- efficient

How important is it to maintain your current “look and feel”, logo and branding?

Do you have a colour palette in mind?

Yes No

{ if so, what? }

Do you have a typeface/logotype that you would like to use?

Yes No

{ if so, what? }

Do you have a theme for the “look and feel” in mind?

Yes No

Do you have any creative ideas that you would like incorporated?

Yes No

Do you have any professional photography or other images that you would like used as part of the design?

Yes No

{ if so, what? }

What are the website addresses of the main competitors in your field?  
What do you like/not like about them?

Have you seen any websites recently that you liked the look of?  
What did you like?

(not necessarily related to your field of business)

What are the business objectives for your new website and what is your measure for success?

( you can expand the answer to this on page 6 )

# Content is King

We would like to know what content you intend to use and what you want to achieve with it .

Will you be using a professional copywriter for the content of your website?

Yes No

Will you require a complete rewrite of the current content or just an expansion?

Are there any elements of content that should definitely be used from your current website/marketing materials?

Yes No

How do you intend to keep the website updated?

Do you want to update it yourself via a Content Management System (CMS)

Yes No

Would you like Limongrafica to maintain the site for you. This will involve a simple maintenance contract.

Yes No

Do you have any special requirements or functionality from the Content Management System (CMS)

Yes No

What about technology?

We would like to know of any particular tools that you would like us to use . . .

Will you require database functionality, for example, dynamic content generation, personalisation, log-in?

Yes No Don't know

Will you have a need for secured transactions on-line (e-commerce/Pay-Pal/on-line shop)

Yes No Don't know

Do you have other specific programming needs, such as search capability?

Yes No Don't know

# Your current website

*( if applicable )*

We would like to know about your current site and planned improvements

What aspects of your current website do you feel work really well and why?

What are the main reasons for re-designing your website?

What different concept/product/service should your new website provide?

Who is your audience?

( We would like to know who will be visiting your website and why they will choose you )

Who is coming to your website?

Describe the typical visitor in as much detail as possible.

How do you think your audience currently perceives your company, brand and the services you offer?

Why will people choose your website over any other?

What is the primary "call to action" the website visitor should take?

- Search for information,
- Complete enquiry form
- Provide other information
- Purchase

How many people access your website?

- { daily }
- { weekly }
- { monthly }

# Anything we have forgotten?

Please use this page to add any other additional information that you think will be helpful to us.

Once you have completed this questionnaire, it will be used as a basis for discussing the design and build of your website. We realise that if you are new to working with the internet or are technophobic in any way then this questionnaire may be far from simple. Therefore, If you have any questions regarding any of the points raised please do not hesitate to either call us on **0844 598 3285** or mail us at : **admin@limongrafica.com** and we will be pleased to go through any concerns that you may have.