



Clear, concise communication and comprehensive project planning greatly increase the prospective success and potential impact of a web site. The following questionnaire is designed to help you begin to think about the necessities for your website, and to help The Design Group better cater to you as a client. Please take the time to answer all the following questions as thoroughly as possible. If you have questions, feel free to contact TDG's Project Manager, Jennifer Troutman, as she will be glad to help you find the answers you need. Jennifer can be reached via email at [jennifer@thedesigngrouponline.com](mailto:jennifer@thedesigngrouponline.com) as well as by telephone at 843.608.3839 (TDG Office Line).

**Client/Company Name:** \_\_\_\_\_

## **CONTACT INFORMATION**

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1. Who is the contact person responsible for overseeing your participation in the Web site development? List name and contact information for this person.

*Primary Contact:*

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

Contact Info: \_\_\_\_\_

*Secondary Contact: (Optional)*

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

Contact Info: \_\_\_\_\_

## **WEB DEVELOPMENT**

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1. Does your company have an existing website(s)?

If yes, will this project change it or create a new one?

If the answer is, "it will change it", why do you want to change it?



2. What type of site do you need? (Ex: Online Store, Business/company, Non-profit organization, etc.)

3. Do you have a budget in mind? If so, please let us know your budget range.

*Please note: Websites inherently hold a huge potential return on investment. Good Web sites require time and money, but an effective website can be your most potent marketing device.*

*The Design Group's websites can range anywhere from \$5,000 (for the most basic set-ups) to infinity (for the Amazon.com's) depending on all the pages, features, administration, and planning that it entails. Websites can range from a single page containing basic information and a contact form, to a site with endless amounts of pages each with custom design elements, advanced programming features, and a multitude of interactive functionalities. Budget limitations are essential to establish when planning a web development project in order to determine what features can be offered to fit a budget range, and eliminate the excess.*

## **COMPANY INFORMATION**

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1. What is your Company's Objective or Mission Statement? (If you do not have one, what is the nature of your business?)

2. How old is your company?

3. How do you envision this project supporting your company's missions and objectives?

4. Who are your competitors?

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What are their competitive strategies?

Do they have (a) website(s)?

If yes, what are your comments about it?

5. How familiar is your company with the Internet?

6. How many employees does your company have? Do they have access to the Internet?

## **PURPOSE OF WEB SITE**

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1. What do you hope to accomplish with this web site? Please let us know all that apply. (Ex: Educate, Display Portfolio, Inform, Entertain, Sell, Survey, Answer Questions, Establish TOMA, etc.)

2. Please tell us the overall key goal(s) of the website (i.e. How will you judge the success of this project):

3. Who will your typical visitors to your web site be? (This is your "target audience.") Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.

4. When do you want to complete this project (Keep in mind, any project expected to be



completed in 60 days or less is considered an “Expedited Project” and is subject to additional fees associated with rush projects)?

5. Are there any events tied to the project launch (i.e. product release, tour, media event, etc.)?

## **CONTENT**

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1. Do you already know what pages you would like to have on the site? Please list any of these below along with any specific requests you may have for each.

2. Are there particular features or effects you would like to include on your web site? If so, please list all that apply:

(Examples Include: Slide Shows, Client Editability, Business Forms, Flash, JavaScript, Shopping Carts, Map Locators, Interactive portions, etc.)

3. What items do you already have that we can use to build your website? Please list all that apply (ex: Logo Brochures, Newsletters, Flyers, Text on Disk, Photographs, Graphics, etc.).

*Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to display on your web site!*

*Tip: The professional appearance of your web site has a lot to do with the photos or graphics you choose. If you need us to find or create graphics or photos for you, we will be happy to provide that service on an hourly basis.*

4. Are you capable of creating your own content?



*If you are not capable of creating your own content, you will likely need The Design Group to create content for you or assist you with content development. (Please note, The Design Group will be happy to provide content assistance, for which the client will be subject to an hourly fee to be specified in a separate contract)*

5. Do you have all photography for your site?

If not, will you need images supplied via stock photography?

Will you need any custom photography done (Please note The Design Group's Photographer charges either an hourly or daily rate for his professional services)?

## **SITE HOSTING/DOMAIN INFO**

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*A Web Host is the company that will hold your web site files and make them accessible on the World Wide Web. If preferred, you may hold off on providing this information until project onset.*

1. Do you have a domain name? If so, please list below:

1.) Registrar: \_\_\_\_\_

2.) User Name: \_\_\_\_\_

3.) Password: \_\_\_\_\_

2. Any additional domains that apply may be listed below:

1.) Registrar: \_\_\_\_\_

2.) User Name: \_\_\_\_\_

3.) Password: \_\_\_\_\_



1.) Registrar: \_\_\_\_\_

2.) User Name: \_\_\_\_\_

3.) Password: \_\_\_\_\_

3. Do you have a website host? If so, please provide the host name and/or information.

*Please Note: If you do not yet have a host, or if you would like to transfer your hosting services to a different company, hosting with The Design Group is highly encouraged.*

## **COLORS**

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1. Do you have a preferred color scheme for your web site? Please list all that apply (ex: Company's logo colors, Blues greens yellows oranges reds purples, etc.).

## **MAINTENANCE**

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1. How frequently will this site need to have information updated?

*Please note: If The Design Group will be responsible for updating information on a regular basis, TDG recommends purchasing a support package. If only occasional updates will be needed, these updates will be made on a \$50/hour basis.*

## **INSPIRATION/STYLE**

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1. Choose three to five adjectives you would like the style of your site to express.  
(Suggestions: professional, sophisticated, conservative, high-end, chic, fun, friendly, formal, casual, progressive, serious, classy, easy, experts, humorous, service-oriented, etc.)

2. Select any visual elements or styles that **MUST** be utilized from existing materials (ex: Logo, Letterhead, Key phrases/slogans, Colors, etc.).

3. What specific web sites have a look and/or feel you admire? Please list three URL address(es) (i.e. [http:// www.greatwebsite.com](http://www.greatwebsite.com)) and identify the what aspects/features of each site you find most appealing:

*Website 1:*

*Appeal:*

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*Website 2:*

*Appeal:*

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*Website 3:*

*Appeal:*

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Thank you for taking the time to answer our questionnaire, and please let us know if you have other comments, questions or instructions!

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**The Design Group**  
Client Questionnaire

**Please contact [jennifer@thedesigngrouponline.com](mailto:jennifer@thedesigngrouponline.com)  
with any questions or concerns you have.**