

Consciousness Designs -

Custom website design questionnaire

Hello, and thank you for this potential opportunity to build a beautiful and effective website for you.

This questionnaire is designed to get you thinking in some detail about your website (and possibly even to reflect on your wider business or enterprise), and allows me to start gathering the information I will need in order to give you a full written quotation to build the website you want.

It is good if you can provide as much detail as possible, as this helps me begin to get an idea of the true 'essence' that you want to project out into the world via your website. Also, my philosophy is that the more time we spend at the beginning of the process establishing all the details and requirements, the smoother the process will be and the better will be the final result. Simply answer the following questions and return to me at martin@consciousnessdesigns.com

And finally, if you find that you would like help with these questions, please call 0800 2983029 and we can arrange an additional telephone consultancy session.

Privacy policy: I am committed to protecting your privacy, and am gathering this information only to allow me to help you with your website. Your personal information is kept strictly confidential, and will never be disclosed to anyone else.

You and your business

1. What do you do? Please briefly describe your business and your vision for what you do.
2. What is your core message - ie, what are you about, and what value do you add to the lives of your clients/ customers/ site visitors?
3. What makes you different from other people/ organisations that do the same things as you? (These are often known as your 'USPs' – Unique Selling Points, and they are what help potential customers decide why they would choose you rather than anyone else).
4. Who are your main competitors? What are their websites like, are there any good elements you can adopt and modify, or are there poor aspects to be avoided?
5. Do you have an existing brand; logo, colour scheme, font, etc, which the website has to match?
6. What marketing methods do you currently use/ are you planning to use? Also, please gather together copies of any brochures, fliers, business cards, etc that you use/ have used in the past, as it will be good for me to see these (even if you don't like them, it will help me to know the sort of thing that doesn't 'float your boat') .
7. What do you want to have happened within the first 12 months as a result of launching your website (please be as specific as possible)

8. Do you have a domain name(s) - if so what is it/ are they? If you don't yet have one, please provide 3 potential domain names that you might like, ie www.yourwebsitenameidea.co.uk.
9. Will you require webhosting?

Your customers

10. Who is your website aimed at? ie - who is/are your audience(s). Please try to be specific about the types of individuals/ groups/ businesses/ etc. that may be interested in what you do. It can be helpful to actually visualise and describe an 'ideal client' sitting at their computer and looking at your site - it doesn't mean that you won't have others as well, but if you are looking to provide a service for a particular type of person or group, then this has a bearing on the layout, images, language, complexity, etc. of your site.
11. What three main questions/ requirements might people have if they are searching for your website?
12. What do you want a visitor to your site to feel when they are on your website? Inspired, curious, understood, excited, relaxed, informed, etc?
13. What specifically do you want people to do as a result of visiting your website? Call you to book an appointment, buy a product, sign up to your newsletter/ blog, leave you a comment, etc?

Your preferences

14. What type of image would you like your website to portray?

Relaxing & tranquil	Fun & vibrant	Formal & professional
Simple & Zen-like	Modern & contemporary	Off-beat & quirky
Warm & rich	Classic & traditional	Other (please describe)

15. What colours/ tones do you prefer?

Warm (reds, yellows, oranges, browns)	Cool (blues, greens, purples, greys)
Pastels/ soft shades	Bold/ bright colours
	Lots of colours (the more the better!)
Unsure (would like to have suggestions)	

16. Please provide the addresses of three websites that you like and/or that you think portray similar energy/ ethos/ values to that which you would like to express through your own site. Please also explain specifically what it is that you like about each one; for example is it the layout, the functionality, the font, the images, the 'mood' it creates, the way it engages with the viewer, etc.?.

Functionality

17. What functionality would you like on your website? (Please indicate all that apply)

Video clips/ streaming Audio clips/ streaming Image gallery/ slideshow

Contact/ enquiry form Blog Social media links E-newsletter sign up

E-commerce/ shopping cart User forum Mailing list builder Anything else?

18. Do you require the facility for easily updating your website content yourself using a Content Management System (CMS)? If so, would you describe your level of IT skills as basic, intermediate or advanced?

Images on your site

19. Will you be providing images for your website 'header'? (The header is the part that remains the same on every page - usually at the top).

20. Will you be providing images for use in the 'content' of your website, i.e. to go alongside the text on the different pages of your website that describe you, the benefits of what you do, your working methods, products and services, etc?

21. Approximately how many images will you be supplying?

(Please note that if you are providing images they must be either copyright free, or you own the copyright, or alternatively you must have express written permission to use them).

Your timescale and budget

22. When would you like to have your website completed?

Within 1 month Within 3 months Within 6 months No set time

23. What is your approximate budget?

£500 - £1000 £1000 - £1500 £1500 - £2500 £2500 - £3500 £3500+

And finally...

24. Your website is a very important part of a business (you've shown you believe this by getting to this point in the questionnaire!). However, a website can be quite a big project, and despite the best intentions, getting together the information/ images/ content/ etc needed to update a site, or even populate the pages of a new one, can sometimes slip down people's priority list when faced with other, more immediate day to day pressures, and then a month or two goes by and there is still no content written or product images sorted out! So to make sure I can support you in the way that works best for you, please indicate on a scale of 1 to 6 (1 being 'not very', 6 being 'a great deal'), how active would you like me to be in following you up through the process to help make sure that the project stays on track?

Thank you for providing this information, please return to me at: martin@consciousnessdesigns.com