

## website questionnaire

# Welcome to the initial discovery phase of your new website.

An initial scoping document is never a wasted effort as it starts to focus the mind on what's required from the outset and gives us a broad overview of the scope of the project. A good brief is vital for the success of a website, without it we can just end up shooting in the dark to find the right solution.

This is why we developed a client questionnaire to use as an initial guideline.

[journey.ltd.uk](http://journey.ltd.uk)

If you do not have all the answers at this stage, that's OK - just fill out what you can. Some questions may not be pertinent to your requirement, in which case feel free to ignore. Please note, as this is the initial discovery phase, things may change over the course of this process, so don't feel as though everything you put down is written in stone - this will all be agreed, signed off and quoted in our final functional spec.

## Website discovery questionnaire

Company:

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Your full name:

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Position:

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Email:

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Phone:

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Project description :

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## Let's get started

1. Do you have a URL in mind for your website?.

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2. Do you own the domain?

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3. Do you currently have hosted email and who with?

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4. What's your deadline for this project? (dd/mm/yy)

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5. Could you give us a ballpark figure for your available budget for the website project?

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## Why?

13. I want this site because:  
(Please tick as many as appropriate  
or add below)

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14. Why do your clients come to you?

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15. What makes your product/service unique

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16. Do you have any proof that your solutions are better than your competitors?

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- I need to build awareness for my brand
- I need to offer clearer call-to-actions
- I need my company to have a better image online
- I need to build customer loyalty
- I need to reach people in many languages
- I need to generate more business leads
- I need to have a forum for discussion
- I need to support existing advertising/promotions
- I need to recruit better quality people
- I need to promote a new service
- I need to promote a new product
- I need to re-position my business
- I need to be able to sell on-line
- I need to look appear a bigger business than I am

## Who for?

- |   |                                 |
|---|---------------------------------|
| <input type="checkbox"/> Male           | <input type="checkbox"/> 20's   |
| <input type="checkbox"/> Female         | <input type="checkbox"/> 30's   |
|   | <input type="checkbox"/> 40's   |
| <input type="checkbox"/> Kids and teens | <input type="checkbox"/> 50's   |
|   | <input type="checkbox"/> Senior |

Notes

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## Searching

17. What words or phrases would someone searching the web for your business use

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## Visual elements

18. Do you have current corporate guidelines that need to be strictly followed or other collateral that needs to match the site?

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19. Are there images or icons that appeal to you that you feel reflect your company?

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20. Are there colours that you feel resonate with your company?

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21. Do you have any dislikes that you want to be noted before we begin?

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22. Do you have an image library that can be supplied?

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23. Do you have a current logo that can be supplied?

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## Your wish list (get ticking)

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|---|--|
| <input type="checkbox"/> A basic html site                  | <input type="checkbox"/> Uploads                 |
| <input type="checkbox"/> An HTML5 / CSS3 website            | <input type="checkbox"/> Downloads               |
| <input type="checkbox"/> WordPress-based CMS                | <input type="checkbox"/> Registration            |
| <input type="checkbox"/> Content management system          | <input type="checkbox"/> Diary facility          |
| <input type="checkbox"/> Responsive for tablets and mobiles | <input type="checkbox"/> An online shopping cart |
| <input type="checkbox"/> On-line magazine                   | <input type="checkbox"/> Online payment gateway  |
| <input type="checkbox"/> Online forum/blog                  | <input type="checkbox"/> Image gallery           |
| <input type="checkbox"/> Ability to comment                 | <input type="checkbox"/> Image sliders           |
| <input type="checkbox"/> Newsletter / Email system          | <input type="checkbox"/> Infographics created    |
| <input type="checkbox"/> Core search functionality          | <input type="checkbox"/> Infographics animating  |
| <input type="checkbox"/> Sidebar widgets                    | <input type="checkbox"/> Copywriting assistance  |
| <input type="checkbox"/> Social network integration         | <input type="checkbox"/> Translation             |
| <input type="checkbox"/> Intranet integration               | <input type="checkbox"/> Bespoke illustration    |
| <input type="checkbox"/> Internal database integration      | <input type="checkbox"/> Font licenses           |
| <input type="checkbox"/> Separate dedicated landing pages   | <input type="checkbox"/> Content optimisation    |
| <input type="checkbox"/> A redesign of current website      | <input type="checkbox"/> Hosting                 |
| <input type="checkbox"/> Registration forms                 | <input type="checkbox"/> Testing                 |
| <input type="checkbox"/> Video streaming                    | <input type="checkbox"/> Training                |
| <input type="checkbox"/> MySQL database                     | <input type="checkbox"/> Support                 |
| <input type="checkbox"/> Multicolumn layout                 |  |
| <input type="checkbox"/> Information request form           |  |
| <input type="checkbox"/> Customer log-in                    |  |
| <input type="checkbox"/> Stock photography                  |  |
| <input type="checkbox"/> Commissioned photography           |  |

## ■ Up and running

24. Will you need training to learn how to update the site?

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25. How often will you be updating the site?

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26. How many people will need to be administrators for the site?

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27. Would you like a monthly support package to help your administrators?

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## ■ Hosting

28. Would you like a quote for hosting?

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29. How much traffic are you expecting to come through the site per month?

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30. Would you like monthly support for security issues, updates and glitches?

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31. Would you like monthly support to keep the website constantly refreshed and relevant?

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