# KJanStudio Web Development Questionnaire

**Your Information:**

Company name:

Your name:

Address:

Phone:

Email address:

**Your Business, Non-profit, Consultancy:**

What is your product or service?

What are the benefits of using your product or service?

Who is your target audience?

Who is your competition? Provide urls.

What is your geographic area?

**Your Website:**

What is the purpose of the website? What are your goals for the website? (ie. create or maintain an image, collect data, sell a product, credibility, provide information)

What site functionality do you need? (ie. content management, forms, e-commerce, blog, etc)

Any sites you like or dislike? Explain why. Provide urls. These do not need to be in your area of expertise or your competition.

Navigation: What pages are you thinking of including?  (ie. Home, Services, About Us)

**Look and Feel:**

What are your thoughts on the look and feel of your new website?

How is your company currently perceived offline? Do you want to carry the same kind of message/look through to your website? If not, why?

Do you have existing marketing collateral that the website should look related to?

What feeling do you want to evoke from your users?

What are some adjectives that describe how the user should perceive the site? (ie, corporate, creative, friendly, cutting edge)

Are there colors you prefer? And colors that you really don't like?


**Content:**

Do you have a logo? If not, do you need a logo?

Are you writing copy in-house or do you need it written and/or just edited?

Do you have photos, need photos and/or stock photos, or need photos adjusted or photoshopped?

Keywords – what are some 2-4 word phrases that your target audience would use to find you in a search engine?


**Last but not least:**

What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (i.e., PR launch, trade show, annual report)?

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