



## Client's questionnaire

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

### 1. Your Company

What are your main services? What do you sell (key factor - unique)? What makes you different from your competitors? What is your advantage? (Location, price, facilities, service etc.)

Who are your customers? (Customer Target Layer: business people, family, 20-30 years old, rich, international etc.)

### 2. User & Business Goal

- Business Goal
  - a. Why are you building this websites?
  - b. What do you want to accomplish?
  - c. How it will make money? What is the strategy?
  - d. What are the short-term and long-term business goals?
  - e. Can some of these goals be expressed in numbers? (Number of visitors, bookings, purchases, subscriptions...)
  - f. How does your business work now (offline)?

- User Goals
  - a. Why will people visit the website?
  - b. What will they do on it? What tasks will they fulfil on your website?
  - c. Who is the website meant for? Who is your target audience?
  - d. Is there existing research on the target audience?
  - e. How will they find it?

### 3. Website Structure & Content

What's the website sitemap and content on the individual pages (About us, our services, our clients, special offers, etc.)?



### 4. Brand Guidelines

Are there any existing brand guidelines that we need to be aware of or would you like us to create a corporate identity for you? (Logo, corporate colours, imagery style, fonts etc.) What brand guidelines did you use so far?

**5. Creative Guidelines**

What kind of impressions or atmosphere you want to give to visitors? What adjectives would you use to describe your company? (Friendly, business, professional, innovative, safe, funky, smart etc.) Try to find something unique that only your company has.

**6. Examples of sites you like...**

What websites do you consider well designed and why do you like them...



**7. Image (Photos, Graphics) Guidelines**

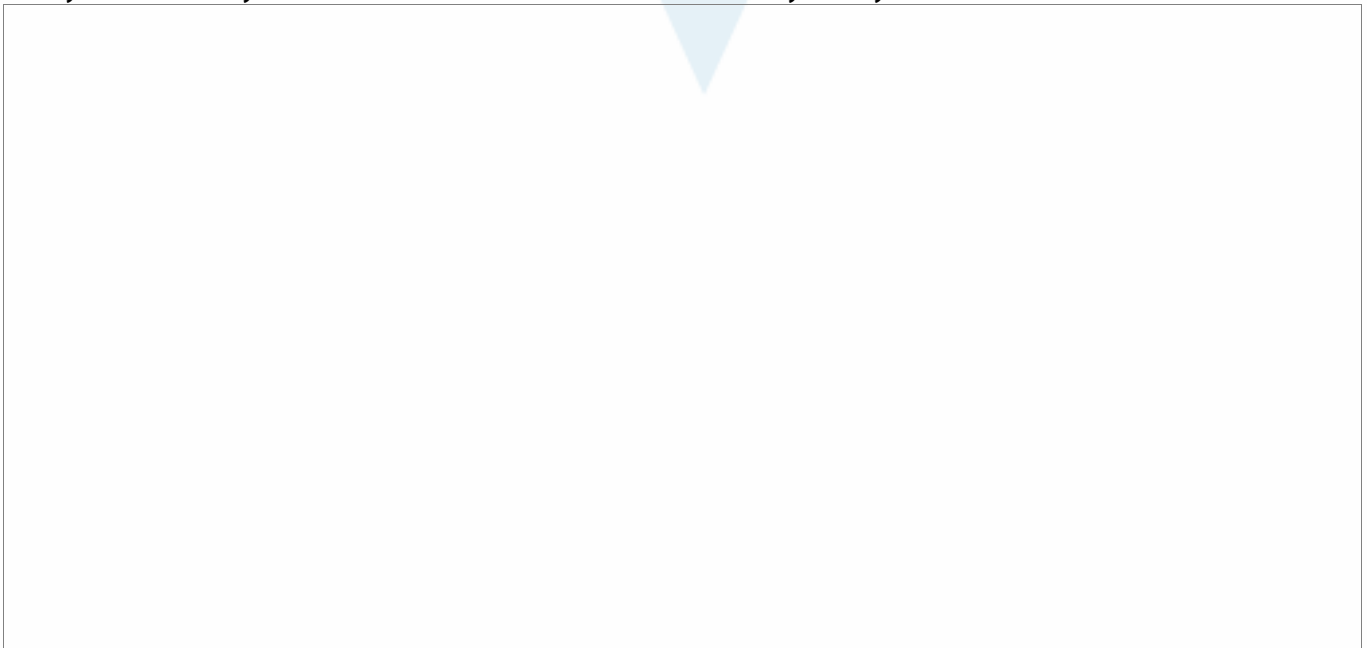
Do you have any specific requirements regarding images? What kind of pictures? What feeling do you want pictures to have?

**8. Content Management System**

Do you want to have facility to edit the text or images on your website (If so, which pages you want to be able to update?) Do you want to have facility to create new content such as articles, case studies, special offers testimonials etc.? Do you know any websites that have similar functionality that you need?

**9. E-commerce**

Which of following features you need for your e-shop: product management, order management, category management, stock management, member management, discount management, payment gateway etc. Please describe in detail how you would like these features work. Do you know any websites that have similar functionality that you need?





**10. Other Functionality**

Please describe in detail other functionality than CMS or E-commerce. (Booking System, forum, blog, member's area, newsletter, search, RSS feeds etc.)

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