



Please fill out this form and print it out. You can then fax it to me, scan & email it or give it to me in person. Please note that you will not be able to save your input on this PDF file.

## Website Project Questionnaire

**Blue Fox Web Design**  
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719.622.6614 fax  
[www.bluefoxwebdesign.com](http://www.bluefoxwebdesign.com)  
[laura@bluefoxwebdesign.com](mailto:laura@bluefoxwebdesign.com)

### Contact Information

Name of company/organization:

Contact Person(s):

Phone:

Cell phone:

Email Address:

How did you hear about Blue Fox Web Design? *(please check all that apply)*

- Search engine
- Another website
- Advertisement
- Friend, relative or colleague
- I visited your physical location
- Other: \_\_\_\_\_

### Company Details

1. Company Tag Line or slogan:
  
2. What is the nature of your business? Briefly describe your products or services:
  
3. What is the primary "action" the site visitor should take when visiting your site (i.e. make a purchase, become a member, search for information...)?
  
4. Who is your target market? (Who are you hoping to reach with your site?)
  
5. What are the key reasons why the target audience chooses your company's products and/or services (value, quality of service, level of professionalism...)?

## Services

What Web Services are you interested in? (Please check items that apply.)

- Website Design / Development
- Redesign of existing website
- Logo Design
- Full running FLASH website
- HTML only site
- HTML with some FLASH elements
- E-Commerce (shopping cart)
- SEO - Search Engine Optimization
- Corporate Identity Services ( Logo, biz cards, press kit, etc.)
- Ongoing website maintenance
- Other \_\_\_\_\_
- Not sure

## Website Details

1. Do you have an existing website? If so, what is the URL and what service is hosting your site?

2. What is the core purpose of your website? Please check all that apply.

- To promote a top-notch image that represents your company/organization
- To increase corporate, brand, and/or product recognition
- To provide information about your organization
- To give an impression that your company is "larger" than it is.
- To increase/generate sales
- To Increase prospective customer base
- To reduce customer service calls
- To prompt site user to a specific action, such as calling you.
- To gather data
- Other \_\_\_\_\_

3. What adjectives describe how your site visitor should perceive your new website?

- |   |                                    |   |
|---|------------------------------------|---|
| <input type="radio"/> Clean & simple      | <input type="radio"/> Corporate    | <input type="radio"/> Fun & playful         |
| <input type="radio"/> Friendly & inviting | <input type="radio"/> Cutting-edge | <input type="radio"/> Grungy                |
| <input type="radio"/> Warm & cozy         | <input type="radio"/> High-tech    | <input type="radio"/> Formal – austere      |
| <input type="radio"/> Traditional         | <input type="radio"/> Conservative | <input type="radio"/> Flashy – eye-catching |

Other words you'd like to use to describe the feel of your new website:

4. **Please list at least three (3) URLs (web addresses) of high quality sites that you like the look of.** These do not necessarily have to be websites in the same industry as yours. The primary reason for this request is for helping me determine what your design style is. Please consider layout, colors, navigation, graphics, font/print.

## Website Details (cont.)

5. Please list a couple of URLs of websites that you do **not** like:
  
6. What overall color scheme do you prefer?
  - Warm colors
  - Earth tones
  - Brown family
  - Reds, oranges, yellows
  - Cooler colors
  - Blues , greys
  - Purples, pinks
  - Green family
  - Light & bright
  - Dark colors
  - High contrast look
  - Soft, pastels
  
7. List any color(s) that is/are necessary to incorporate into the new website:
  
8. List any specific design elements you have in mind for your new website design:
  
9. If known at this time, please list the Navigation (menu buttons) for your new website:
  
10. If possible, please provide the URL addresses of your competitors' sites:
  
11. If possible, please specify the number of pages that you anticipate your website will require. (It's always useful to quickly map out a site structure.)
  
12. As far as images are concerned (i.e. your logo, photos, graphics, videos, etc.), which do you prefer?
  - You will be providing me with all images to use on your new website.
  - I will be using all of my own images on your new website.
  - Combination of both.
  
13. Will you be providing me with the (textual) content you desire for your site? If so, about how much will you be providing?
  - All of it
  - Majority of it
  - Some of it
  - Very little of it
  
14. Which best describes the nature of likely content on the new website?
  - Very large amounts of text
  - Medium amount of text, some images
  - Short text descriptions, heavy on images
  - Consistent page layouts throughout the website
  - Variety of page layouts throughout the website
  
15. **For E-commerce only:**
  - Are you going to be accepting credit cards?  If so, do you have a merchant account?
  - If yes, with whom?  How many products and/or services do you plan to sell?
  
16. Are there any other comments/specific ideas I should keep in mind while designing your project?

## Website Maintenance

1. Are you interested in having me perform updates and maintenance to your site? Y or N
2. If yes, how often would you require updates?
  - o Weekly
  - o Monthly
  - o Quarterly
  - o Other \_\_\_\_\_
3. Are there parts of your site that will need to change or update regularly (i.e. products, prices, announcements...)?

## Time Frame and Budget

1. What is your time frame for completion of this project?
2. Is there a deadline for the completion of this project? Y or N  
If yes, are you scheduling other events around this deadline? Y or N
3. Would you like the project broken down in phases to help you meet your goals?
4. What is your budget for this project?
  - o \$ 500 - \$1000
  - o \$1000 - \$1500
  - o \$1500 - \$2000
  - o \$2000 - \$3000
  - o \$3000 - \$4000
  - o \$4000 - \$5000
  - o \$5000 - \$6000
  - o Under \$10k
  - o Under \$20k