WHAT
SHOULD
A WEB DESIGN
QUESTIONNAIRE
FOCUS ON:

GETTING THE FACTS
GENERAL GUIDELINES

Background and General Questions
Function-Focused Questions
Design Focused Questions
What Not to Ask
Planning for the Future
Keep it short
Don’t be afraid to be creative with questions
EXTRACT THE RIGHT FACTS

THE BEST WEB DESIGN QUESTIONNAIRES FOCUS ON:

WHAT IS THE SITE’S SUPPOSED TO DO FOR THE CLIENT’S BUSINESS.

WHAT WILL THE SITE WILL LOOK LIKE.
LETS LOOK AGAIN
WHAT SHOULD WE
REALLY ASK...

1. Why do you want to have a new website, or have your current site redesigned?

This question uncovers the client’s motivation for getting in touch with someone like you.
2. WHAT WILL HAPPEN IF YOU DON’T HAVE A NEW WEBSITE, OR HAVE YOUR CURRENT SITE REDESIGNED?

This is the question that starts getting at the client’s pain. His current site may not be functional in current browsers. Or it could be that they’ve decided to sell online, and the current site doesn’t enable such a thing.
3. PLEASE DESCRIBE YOUR ORGANIZATION IN A FEW SENTENCES.

4. WHAT IS THERE ABOUT YOU AND YOUR BACKGROUND THAT SETS YOU APART FOR A SPECIAL (NICHE) GROUP OF POTENTIAL CUSTOMERS?
5. WHAT PROBLEMS DO YOUR PROSPECTS HAVE THAT YOUR BUSINESS SOLVES?

6. HOW CAN YOUR PARTICULAR WORK BACKGROUND HELP PROSPECTS, COMPARED TO OTHERS IN YOUR INDUSTRY? WHAT’S SPECIAL ABOUT YOUR WORK EXPERIENCE?
7. WHY DO YOU BELIEVE SITE VISITORS SHOULD DO BUSINESS WITH YOU RATHER THAN WITH A COMPETITOR?

8. DO YOU HAVE A SLOGAN OR TAGLINE THAT CLEARLY DESCRIBES WHAT YOU OFFER IN TERMS OF BENEFITS OR FEATURES?
9. PLEASE DESCRIBE YOUR POTENTIAL CUSTOMERS.

Pay special attention to their income, interests, gender, age, even type of computer they use, e.g., old pc or mac.

If your website is a business-to-business site, what sort of companies are you hoping to attract?
10. WHAT IS YOUR BUDGET FOR THIS PROJECT?

11. WHO ARE THE DECISION MAKERS ON THIS PROJECT? WHAT IS THE TURNAROUND TIME FOR MAKING A DECISION?

12. WHAT STAFF WILL BE INVOLVED? WHAT ARE THEIR ROLES? IS THERE A WEBMASTER ON YOUR STAFF?
13. WHAT IS YOUR DEADLINE FOR COMPLETING THE SITE?

IN OUR CASE YOU WILL EXPLAIN OUR TIME FRAME
14. PLEASE LIST THE NAMES OF FIVE OTHER SITES THAT YOU LIKE. WHY ARE THEY ATTRACTIVE TO YOU?

ALSO ASK THEM TO GIVE YOU A NAME OF A FAMOUS PERSON THEY SEE USING THEIR SITE.
15. HAVE YOU RESEARCHED YOUR ONLINE COMPETITION SO YOU HAVE AN IDEA OF WHAT YOU DO AND DON’T WANT ON YOUR SITE?

16. WHAT DO YOU NOT WANT ON YOUR SITE IN TERMS OF TEXT, CONTENT, ETC.? THERE ARE SOME THINGS THAT JUST DON’T BELONG ON A WEBSITE.
17. WHERE IS THE WEBSITE CONTENT COMING FROM?

WHO’S RESPONSIBLE FOR UPDATING IT?

IS IT READY FOR USE ON YOUR WEBSITE?

18. DO YOU HAVE A LOGO
19. ARE YOU PLANNING TO DO ONLINE SALES?

20. IF YOU’RE PLANNING TO SELL ONLINE, ARE YOU SET UP TO ACCEPT CREDIT CARDS?
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20. IF YOU’RE PLANNING TO SELL ONLINE, ARE YOU SET UP TO ACCEPT CREDIT CARDS?

NOTE: ALL HAVE BEEN TOLD WE ARE NOT DOING THIS.
21. HOW MUCH TIME WILL YOU BE ABLE TO SPEND ONLINE, RESPONDING TO INQUIRIES THAT COME IN VIA YOUR WEBSITE?

ONCE A DAY?
SEVERAL HOURS A DAY?
22. IF YOU WERE USING A SEARCH ENGINE, WHAT WORDS OR PHRASES WOULD YOU USE TO FIND YOUR SITE?
WHICH OF THESE WORDS OR PHRASES IS MOST IMPORTANT? SECOND? THIRD?

23. OTHER THAN WHAT SEARCH ENGINES WILL PRODUCE, WHAT METHODS DO YOU HAVE IN MIND TO SPREAD THE WORD ABOUT YOUR WEBSITE?
24. ONCE YOUR WEBSITE IS COMPLETED, HOW LONG DO YOU THINK IT WILL BE BEFORE YOU BEGIN BRINGING IN SIGNIFICANT BUSINESS FROM THE WEBSITE?

THE ANSWER TO THIS QUESTION WILL REVEAL WHETHER YOU HAVE A PATIENT PROSPECT – OR SOMEONE WHO EXPECTS EVERYTHING TO HAPPEN YESTERDAY.
25. HOW DO YOU PLAN TO ENCOURAGE REPEAT VISITORS AND REFERRALS?
Source: How to Extract the Facts with a Web Design Client Questionnaire by Martha Retallick | Finding Work | March 16th 2012.

http://freelanceswitch.com/finding/web-design-client-questionnaires/

OTHER SOURCES:

How to Create an Effective Web Design Questionnaire
http://sixrevisions.com/productivity/create_web_design_questions/