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WEBSITE DESIGN QUESTIONNAIRE

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In order to provide you with the highest quality and satisfaction, we would like you to spend a few moments sharing information about your vision for this project. The purpose of this Design Questionnaire is for you to communicate to Pearse Street what the ultimate goals are for your logo, layout design and user interface. The following questions contained in this document are divided into six sections:

- Business Background
- Brand Personality
- Target Audience
- Layout Preferences & User Interface
- Ad Placement
- Marketing & Website Informational Content

The details that you provide here will enable the team at Pearse Street to translate your concept with visuals that will convey your message and evoke the responses that you want from your audience. It is also just as important to our Design Team to be aware of what you absolutely **don't** want to communicate. It is as valuable to us as knowing exactly what you **do** want to communicate.

You may think that some of these questions may be similar from one to the next and address the same issues. When you provide consistent answers to us, you will successfully communicate your message so that we may reinforce the key values that you want to communicate in a design. This will enable our Design Team to create a strong set of criteria, which is set by you, to work from.

Throughout the course of your website construction, you will receive multiple logo concepts and layout mockups. These are design drafts based on the content materials and design preferences that you provided at the project commencement. To ensure your satisfaction with the final project, please take time to carefully review the graphic work provided. Make notes of what features you would like to change about the mockups. Also note what aspects you particularly like so that those are not affected in revisions. Please include suggestions on color, font or graphic changes and be as specific as you can be so that your designers can complete the changes quickly and effectively.

Once a mockup is approved and programming begins, only minimal changes can be made to the graphics. Note also that graphics need be approved before skinning of your website can begin, so please be mindful of the timelines projected by your project manager at website commencement.



Thank you for taking the time to fill out our design questionnaire. If you would, please allow **2-5 business days** for the information to be reviewed.

BUSINESS BACKGROUND

The purpose of this section is to learn about the origins of your business. Where does it sit in its relative market? What is the vision of your business for the future?

1	How was your business developed? What inspired its creation?

2	Briefly describe the nature of the market your business is part of.

3.	How do you see your position in the market today? Is your business mainstream or alternative? Who are your main competitors? How are they different or similar to the services or product that you offer?

4.	Describe your vision for the future of your business. Where are you now, and where do you want to go?

BRAND PERSONALITY

In this section, the questions are targeted at determining the personality of your brand. It may help to think about your brand as being an actual person; in the same way that you might describe a friend using words like 'fun-loving', 'intelligent' or 'humble', a brand also has a set of qualities.

1	What values or principles does your business uphold, for example is the emphasis on quality, uniqueness, willingness to experiment, affordability of products etc.?

2	What words would you use to describe your business and how your brand should be perceived? The response we are looking for are words that you would use to describe the look and feel of the business as a brand such as: 'radical', 'conservative', 'warm', 'clinical', 'stylish', 'dirty'.

3	If your logo was a person, who would that person be? What qualities would this individual have and how would that reflect your business?

4	Is there anything that you've seen (for example in film, T.V, artwork, or other logos) that possess the qualities that you would like your brand to have? If so, please state each reference and describe how highly it scores for you. Also if it is possible, please provide a web link to each of these references.

5	Is there anything you've seen that does not possess the qualities of your brand? As above, please state the reference and the reasons why you feel it is unsuccessful.

If your logo is already established, please skip to the next section.

6	Are there specific visual limitations that or design team should consider? Are there any particular styles that must be avoided? (Answering 'No' assumes that the designer will have free choice of the logo's visual appearance, and you can skip to the next section).

7	Are there any colors that you would like to explore with the logo concepts? Feel free to list hex HTML codes: (http://www.computerhope.com/htmcolor.htm)

8	What style of logo are you looking for? Text Only, Symbolic Only, Text & Symbol, Photographic

9	Do you have any preferences on font or style of font used in the logo? Serif, san serif, handwritten, grunge, script, calligraphic?

10	On what media or print vehicle will your logo/brand be viewed? Check all that apply.
<input type="checkbox"/> CD/DVD covers	
<input type="checkbox"/> Print media small format (magazines, business cards, letterhead, postcards)	
<input type="checkbox"/> Print media large format (posters, signs, billboards, etc.)	
<input type="checkbox"/> Online	
<input type="checkbox"/> Broadcast/television	
Other: _____	

TARGET AUDIENCE

Ultimately, a brand defines a company. It is the visual definition of the relationship and the recognition of a business and its customers or client base. Their perception of your brand is fundamental and leads to the success and recognition of your business. With this in mind, it is critical for you to identify and determine who your target audience is.

Describe your target audience. Who are they, what are their needs, what appeals to them?	
Age Range	
Male/Female	
Income Level	
Education Level	
Specific Niches to Appeal to?	
Other Notes	

USER REGISTRATION

What information would you like a member to fill out when they register on the site?

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Name | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Username | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Email | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Gender | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Location / Zip Code | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Who Referred You | <input type="checkbox"/> Other _____ |

USER PROFILE DETAILS

What fields would you like to see on the user profiles?

Name

Other _____

Email

Other _____

Birthday

Other _____

Gender

Other _____

Hometown / Location

Other _____

Relationship Status

Other _____

Interests

Other _____

Favorite Music

Other _____

Favorite TV Shows

Other _____

Favorite Movies

Other _____

Favorite Books

Other _____

LAYOUT PREFERENCES & USER INTERFACE

If you have specific ideas on how you would like content to appear on your home and interior pages, please feel free to attach **hand-drawn or computer-generated wireframes** for your layout designer to consult when creating the mockups. **PLEASE NOTE!** We encourage you to research websites that you particularly like, so that we might draw inspiration from them, however we cannot sanction the use of copyright materials, included designs or text from any other website using protected materials.

1	What social network websites do you regularly use? Do any of those sites have features or layouts that you would like to incorporate in your website's user interface? (e.g. MySpace, Facebook, Twitter, LinkedIn, Xing, Hi5)

2	Graphically, are there any websites with features that you specifically like or dislike? If so, please list their URLs as well as those of your primary competitors with any notes to consider in the design.

3	Is there a specific style that you would like to see reflected in your layout? (e.g., Web 2.0; Corporate; Gothic; Grunge; Futuristic; Retro; Artistic; Natural/Organic; Funky; Simple)

PRIVACY

How accessible do you want the information on the website to be to viewers and users?

- Website content beyond home page is only viewable by users who register and login. (Facebook)
- Social network content (user profiles, member directory, groups and forums) are only viewable by registered users.
- Social network content is viewable by non-registered users, but tools (forums, blogs, classifieds) are only accessible to be used by registered users. When navigating to these areas, users will be prompted to log in to use these features. (MySpace)
- Other:

AD PLACEMENT

Are you planning on having advertisements on your website? If so, please list your ad servers and preferences below.	
Preferred Ad Server	(AdSense, Commission Junction, Amazon, AdBrite, etc.)
Text or Image Ads?	
# of Ads on Homepage	
# of Ads on Inside Pages	
Ad Dimensions	
Other Notes	

Sample Ad Dimensions: https://www.google.com/adsense/static/en_US/AdFormats.html

Once you decide on ad placement in your mockups, please send your Ad Codes to your Project Manager.

GETTING STARTED

The Pearse Street staff undertakes each project with great care and sensitivity when it comes to bringing your vision to life. We welcome any and all feedback from you, the client. However we understand that beyond communicating your initial preferences in this Questionnaire, you may want to contribute a limited amount of feedback in subsequent stages based on your availability. Please let us know how involved you would like to be in the process of developing your site.

Very much. I am interested in participating in every aspect of this project, including choosing colors schemes, sketching out layouts, giving feedback on all screens including standard interfaces, and participating in QA. I am very particular about the site's visual presentation, as well as the way it is laid out from a usability standpoint and will be specific on my preferences in this regard.

Some interaction. I would like to review and choose from the provided concepts and choose from the best of them, to be applied with few revisions to the rest of the site styles. Once I approve the logo and template, I would like to review the interface designs of features unique to my site (not standard social interfaces), and once approved have that style applied to the rest of the site. I would like to stay "in the loop" with design and development progress, but anticipate contributing a limited amount of feedback.

Little Interaction. I trust your team's ability to translate my vision into a reality based on the information in this document and the specifications detailed in my project proposal. After approving the logo and layout, I would like to see the project in it's next form as a functioning website that I can test. In consideration of time, I am more interested in using and marketing the final site than I am in giving extensive feedback on the branding and layout.

MARKETING: Initial Content

While your website is being designed and coded, our marketing team will be in communication with you in regards to marketing the website. Prior to final launch, we strongly encourage you to have us post a simple landing page on your domain, where prospective users can sign up for launch updates, learn more about your company and inquire about potential advertising on the website. Our marketing staff will optimize this text for search engine visibility. **PLEASE NOTE** that we cannot sanction the use of copyright materials, included designs or text from any other website using protected materials.

The following are materials that we will need from you as soon as your logo is approved. We suggest compiling these materials at your soonest convenience.

- Domain Name Purchased & Hosting Login Credentials (forward your project manager any questions on choosing a domain registrar or a server package)
- About Us Page Content
- Terms & Conditions Page Content
- Privacy Policy (if applicable)
- Frequently Asked Questions (if applicable)
- Features (descriptive copy about what makes the site features unique and useful)
- Contact Options
- Newsletter Provider Account Login or HTML Sign Up Code
We can implement a simple script that emails you subscriber emails, however we strongly suggest that you purchase a basic package from a newsletter provider such as iContact, YMLP, or Constant Contact. Please email Amy McInerney amy@pearsestreet.com for more information on the benefits of newsletter providers, and choosing the right one for your project.
- Other: CEO Message, Mission Statement, CEO Blog (add-on feature, please ask your project manager for pricing), Investors

ADDITIONAL INFORMATION

Is there any other information that you would like to provide to us that we have not addressed in this document? If so, please provide us with the details below.

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