Website design / implementation
Questionnaire

Business insight
Objectives
Website look & feel

Introduction

Below you will find a questionnaire which is the first stage of website design and implementation at JAM16. It is meant to help us gather information for your quote and for further development process.

Please try to give accurate, thoughtful, detailed replies to the questions given below. Your reply will help us gain valuable insight on your company, the business you conduct, and your customers, as well as your taste and personal preferences. Most importantly, your replies will help us formulate the goals your new logo and identity package will be required to achieve.

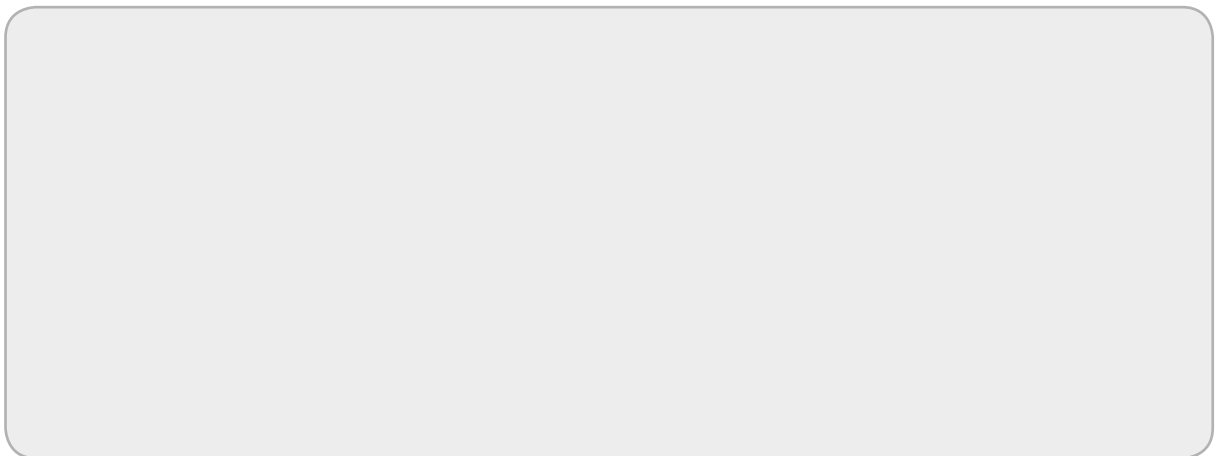**Whenever needed you may want to add url links in the input boxes, to support comments with online examples.**

To fill in this document, you will need Adobe Acrobat. Please find the latest version of this product here: http://get.adobe.com/reader/

Once you have filled in the fields, you can save this document and send it by e-mail to: info@jam16.nl. If you have any additional materials to send, please attach these to your email. We will get back to you with further information as soon as possible.

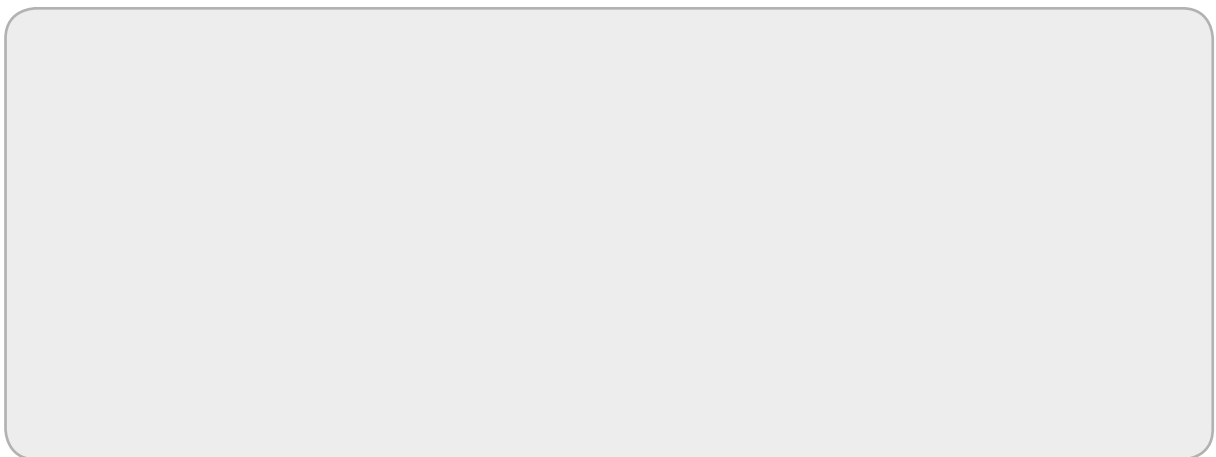# Website design / implementation questionnaire

1. What is the aim of developing this website?

Is it the first version, or are you looking to redesign your existing site? If you want your site to undergo a redesign, describe the things you don't like and wish to see corrected. What are the practical goals you want your site to achieve?
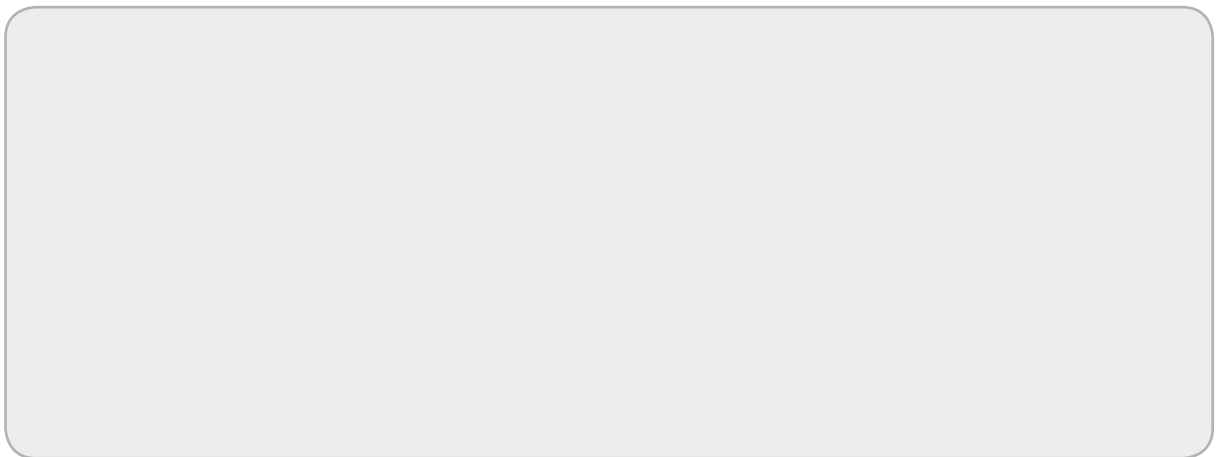
2. List any definite results you would like to reach by developing and launching this website.

This could be boosting your sales, increasing brand recognition, diving more visitors to your website, increasing customer base etc.
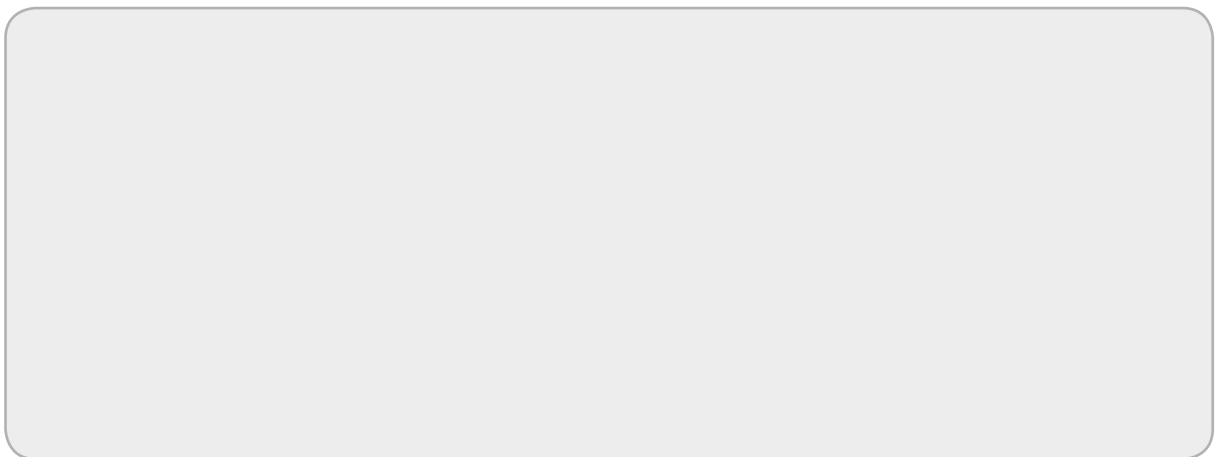
3. Tell us about your company.
Give us the full name, its correct spelling, possible abbreviations, the common name to be used throughout the site, etc.
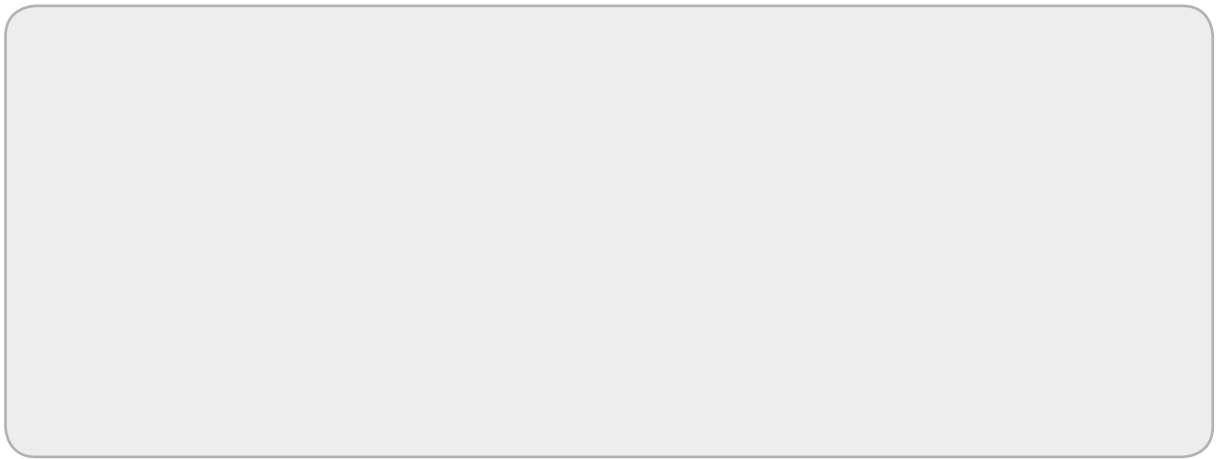
4. Does your company have a formulated mission and/or goals?
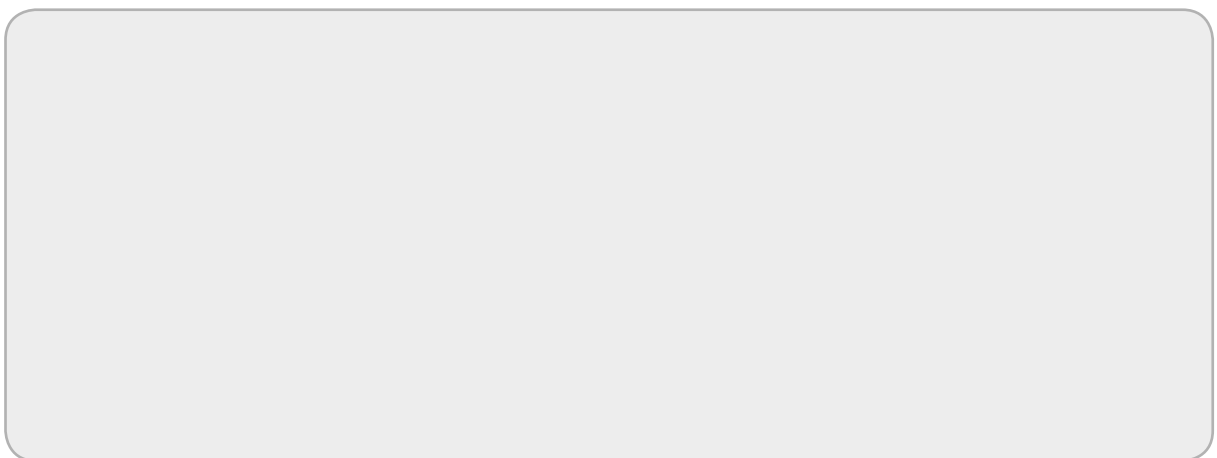If you have a slogan or a tagline, please include them, too.

5. Describe your field of operation and your business directions.

List the key points of your marketing message, your advantages, anything else you would like your potential customers to know about you in the first place.

6. Who are your customers?

Describe your target audience, if possible, including their age, sex, social status, income etc.
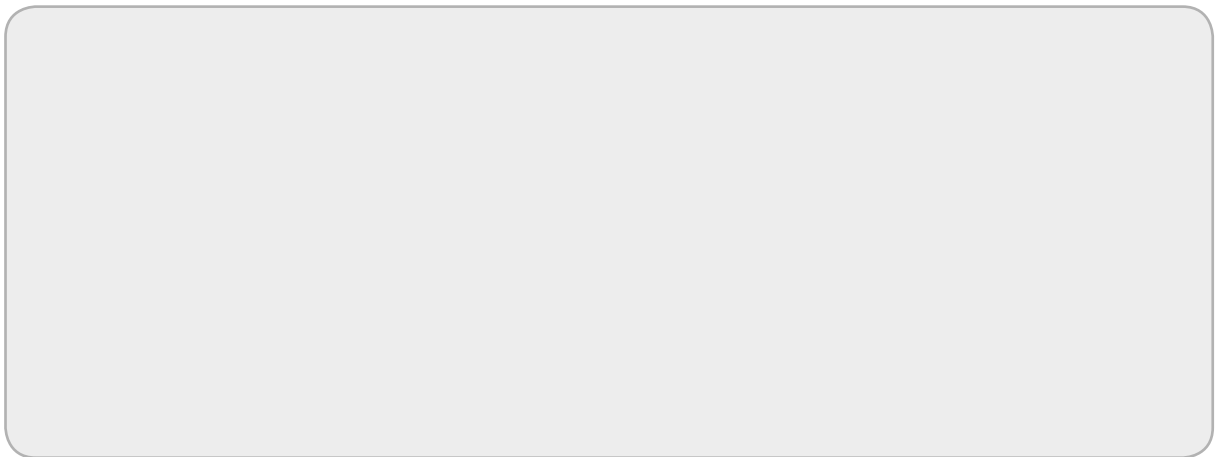
7. List 3-5 sites you like

It is desirable that these sites represent your business sphere. Try to mention why you like these sites, and note possible disadvantages, if any.

8. List several sites you don't like.

Try to go into detail concerning the features and qualities of these sites you find disadvantageous, and the possible reasons.

9. Give us your idea of the color scheme to be used when designing your new site.

If you have corporate identity elements, like a logo, a brand book, printed ads which you think we could use while working on the design, please mention this and deliver these materials to us.

10. Characterize the mood and the associations you would like your new design to convey.

Check the fields you find to be the closest to your concept, or give your ideas in the field below.

- ☐ Strict corporate look
- ☐ Design based on bright, loud color solutions
- ☐ One-color design with several bright color variations
- ☐ Positive, optimistic feel creating a happy mood
- ☐ Minimalist, functionality-driven design
- ☐ Design with lots of big appealing illustrations;
- ☐ Calm, strict design with black and white photos

11. Please list the sections your new site is supposed to have.

Check the fields which correspond to your vision, or use the text field to give a free description.

- ☐ Company profile
- ☐ News
- ☐ History
- ☐ Services
- ☐ Product catalog
- ☐ Online store

- ☐ Prices
- ☐ FAQ
- ☐ Polls
- ☐ Contact, location, feedbackform
- ☐ Login

12. If possible, please indicate the expected budged of this project.

When you specify your budget then we can give a realistic project indication. JAM16 offers each project a realization opportunity, regardless of the size.