

Name:		Request Date:	
Description:	Web Design Questionnaire		

Please describe your products or services

Do you sell a physical product (e.g. utility trailers or ceramic tile), or do you provide a service (furniture restoration, or car repair)? Describe what you do in as much detail as possible, being sure to include such relevant information like important features, guarantees, hours of service, customer support options, and the intended use of your products. What differentiates your product or service from the competition?

Do you already have logo or identity design? If "yes", can you provide in digital format.

Who are your customers? (Whom you are trying to influence?)

- | | |
|---|--|
| <input type="checkbox"/> Other businesses | <input type="checkbox"/> Regional market |
| <input type="checkbox"/> A target group of businesses | <input type="checkbox"/> Housewives |
| <input type="checkbox"/> Professionals | <input type="checkbox"/> Upper Income |
| <input type="checkbox"/> The Public | <input type="checkbox"/> Lower Income |
| <input type="checkbox"/> Highly Educated | <input type="checkbox"/> Students |
| <input type="checkbox"/> A target group of consumers | <input type="checkbox"/> Bargain hunters |
| <input type="checkbox"/> International Market | <input type="checkbox"/> Government |
| <input type="checkbox"/> A specific nationality | <input type="checkbox"/> A local market |

Describe your company's PERSONALITY?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Progressive | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Reserved |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Family/Small Business |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Exclusive |
| <input type="checkbox"/> High-Tech | <input type="checkbox"/> Daring |
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Stable |
| <input type="checkbox"/> Expensive | <input type="checkbox"/> Inexpensive |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Serious |

Do you have a preference of colors in your design?

This is your chance to tell us about the colors that you like, or that you might already have in use (e.g. do you have vehicles on which the logo will be used, or sweet orange shag carpet in your office...?). Are bright colors your style, or do you prefer earth tones?

Is there anything specific that you DEFINITELY want to see in your design? (e.g. "I want to see a baseball")

Is there anything specific that you do NOT want to see in your design? (e.g. "I do not want to see a picture of a hammer")



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What STYLE do you want to convey? ex: Clean/Simple/Minimalistic? Corporate? Friendly? Fun? Serious? Tropical? etc.

Are there any examples that you like and could send for our reference?
