Custom Web site Design & Development

Client input is the foundation upon which successful projects are built. This survey will help you articulate and identify the overall goals of your project. Please discuss these questions with key team members and return this form to 1 Click Studios with your answers.

General Questions.

1. *Give us a brief mission statement/summary of your company/brand.*
2. *What is the main goal for the web site? Are there any secondary goals, please list in order of importance?*
3. *Who is your target audience? Choose a typical user and profile in detail. Include occupation, age range, gender, online frequency, online activities and any other relevant information. Profile more than one if applicable.*
4. *Do you have any specific goals for these visitors; tasks they should achieve when using the web site?*

What are some typical tasks the user might perform on the web site/project? For example: register, log-on, search for information, buy a specific product, send their email address, call for more information, etc.

1. *How is your company brand currently perceived by its target audience?*
2. *How would you like to be perceived? What adjectives can be used to describe the way the web site and company should be perceived by users?*
3. *Are there any specific visual goals the web site should convey?*

Web Specific Questions:

1. *What are some of the web addresses of your competitors?*
2. *What do you like/dislike about their sites?*
3. *List some web sites that you like/dislike and why (sites from any industry)?*

Web Site Questions:

1. *Will you host the web site?*
2. *How often and who will update the web site?*
3. *What is the proposed launch date of the web site?*

Are there any specific colors, images or existing artwork to be integrated? (If so can you supply as Photoshop or eps files?)