

## Web Design Questionnaire

The following information will give us the information needed to begin your project, as well as help you to think through your project.

Contact Name:

Name of Organization:

Business Address:

Phone Number:

Email Address:

1) Please provide a name for your project:

2) What are the objectives for this project?

3) Please provide a description of your business.

4) What are your schedule requirements?

5) What information will be important? Please mark all that apply.

About Your Company

Management/Key Personnel

Company Background

Awards/Professional affiliations

Directions to Office

Contact Information

Job Postings

Calendar of Events

Product Description (text, pictures, videos)

Online Catalog

Samples or Examples

- Customer Testimonials
- Press Releases and Contacts
- Forms (feedback, surveys, order, follow-up requests)
- List of Resellers/Distributors
- Usage Tips
- Product Updates
- Training Resources
- Support Telephone Numbers
- Common Questions & Answers (FAQ)
- Site Map
- Discussion Groups
- Links to Related Sites
- Research Findings
- Resources

6) Please describe the demographic of the audience that you would like to attract.

7) Who are your primary competitors? Please list their URL's.

8) Where will your content come from? Will it be new, repurposed or both?

9) How often will you add new content?

10) Would you like us to provide maintenance on your site?

11) What other sites (more is better) are on the web that relate to your project in the following categories:

- Branding
- Appeal to same target group of customers
- Colors, look-and-feel, user interface, layout
- Publishing model (frequency, novelty of content, etc.)
- Attracting new people to the site (newsworthiness, giveaways, impact, etc.)
- Quality of content
- Quality of graphics
- Navigation
- Community, special features
- Overall favorite sites (for whatever reason)

12) What outcome will make this project successful? How will you measure success?

To begin your project we require a copy of our **Website Planning Worksheet** and this **Web Design Questionnaire**. We will then send you a contract for your approval (you may download a basic contract from our website.) Once we receive your signed contract along with your down payment we will begin your project.

Please send these forms to our physical address:

YakSushi Media  
9713 Holiday Drive  
Louisville KY 40272

We look forward to getting to know your business and creating your website