

GENERAL WEBSITE QUESTIONS (For Clients)

1. What do you want the site to accomplish?

- What's your primary goal for the site?

(1)

- What do you want most from it?

(1)

- What should people think of when the site first opens? (what should their first impressions be??)

EXAMPLES:

- sales?
- information/news sharing + contact info
- downloadable files/research? (also think about copyright)
- Are people meant to interact on the site- eg. sharing files/contact information, etc?
- Newsletter opt-in to (collect emails)
- Facebook , twitter, social media?
- Event promotion

**This is really important- we need to know this information as this is what will shape the site!*

2. What websites do you like and why?

* If you could give me a couple links to sites you like, or sites with different features that you like, it'll help me think about what will work best for you, and how to do that!

- Eg. if one site has a nice calendar feature, please give the link to that.
- Eg. if you love the look/design of another site, please give that link!



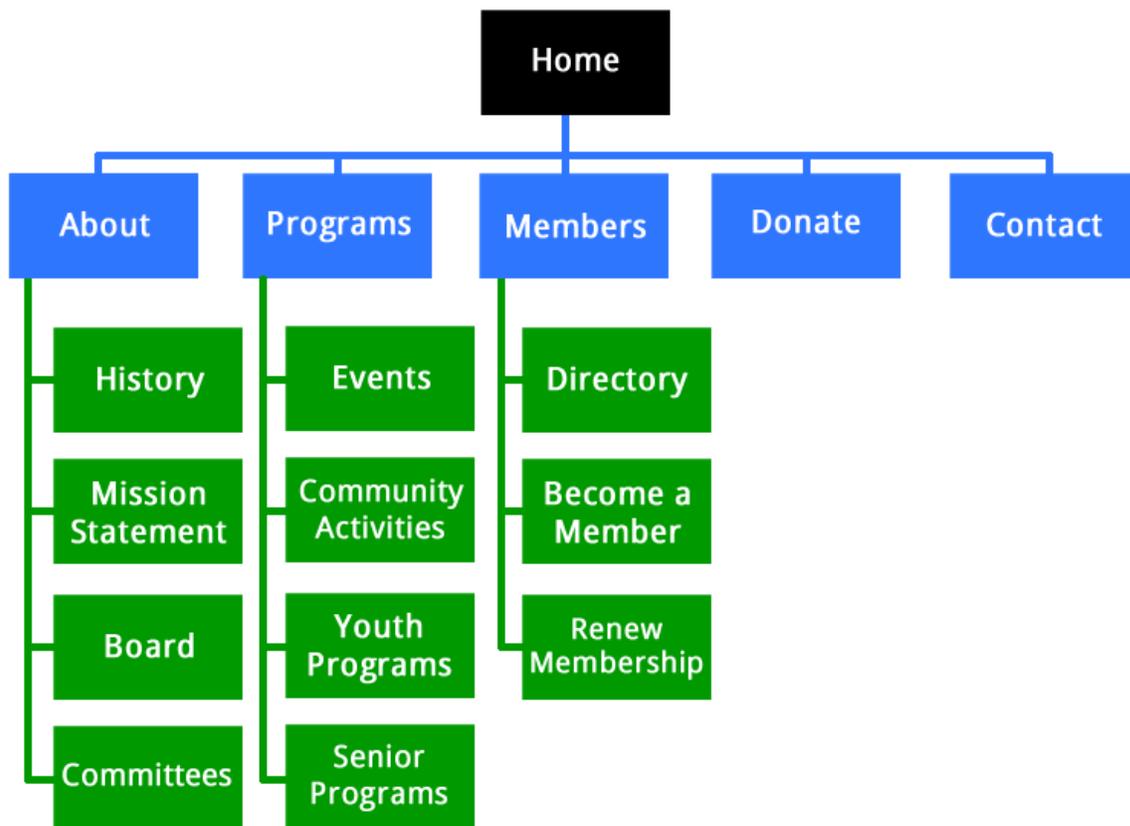
3. Do you have a style guide or any existing collateral?

- logo
- font
- brochures
- old websites
- posters
- web banners
- color scheme (or ideas)
- images/imagery you know you want to use/make use of
- etc...

4. SITE MAP

Can you do a rough site map? (See attached examples)

A site map basically is an outline so we know how many page and what type of pages we have/will need. So example:



5. Who is your audience and what are their access needs? What are they looking for?

- This is something we can use to express through imagery and copy, or in terms of the site set-up, so for example, if this is mainly for an older audience, we'd need to ensure that font is large (or can be enlarged), images are easy to look at and clear.
- A younger crowd (eg. university students) may like more flashy-things, like image banners, etc., OR, if it's for yourself/your organization as a personal collection of your work/experience - it would be imagery to represent you to the audience that you know will look at the site and will most seek you out/attract new ppl.
- BASICALLY- if you can describe a few lines/words about who you think will primarily use the site, and who you'd like to use it - we can design it in a way that reaches to those people, and looks for more!
- Access Needs should be always kept in mind when designing and working on any website (eg. vision and the use of screen-readers, etc.)

6. What features do you want your website to have?

- A shopping cart?
- Social media implementation?
- Email collection and email marketing capability?
- A blog or news feed/page?
- Photo galleries?
- Onsite videos?
- A slider banner?
- A mobile site?
- A responsive site?
- The ability for people to leave comments?
- A quick contact form, quote request or booking form?

7. Timeline

- When do you want to get started? Do you have a launch date in mind?"

