boo&stu

WEB DESIGN & DEVELOPMENT QUESTIONNAIRE

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This questionnaire is designed to help you start thinking about some of the initial key issues involved in creating a website, and to give us a basic understanding of your requirements so that we can provide you with a quotation, or tailor our initial proposal to your needs.

Please answer as many questions as possible, save this PDF, and email to us at hello@booandstu.co.uk or if you prefer you can call us on 01305 267854 to talk it through.

Please feel free to send us your own brief if you already have one.

* *Denotes key questions that will help us with initial quotations*

1. YOUR COMPANY

* What is your business or organisation name?

* Is this a new or existing business? *Please tick as appropriate.*

    New / Start-up   Existing

* What is the nature of your business, and what are the main products, services and/or campaigns you will be promoting through your website?

Who are your 3 key competitors? *Please include their websites if possible.*

1.

2.

3.

2. OBJECTIVES & GOALS

* Do you need a new website, or the redesign and development of an existing website?
Please tick as appropriate.

    Brand new website   Redesign only   Redesign and development

If you have an existing website, please provide the website link below.

WEB QUESTIONNAIRE

* What are the key priorities for designing or developing your website?
Please score each on a scale of 0 to 10 - with 10 being very important and 0 not important.

Improve the front-end design

Increase user engagement

Make more user-friendly and/or mobile-friendly

Increase sales or leads

Increase visibility online

Who are the key target users of your website?
We do not need to know at this stage and you may have many different types of users, but this is one of the most important considerations later on. We can help you to further define your users and their exact needs during project planning if needed.

What is the 1 most important action you want most users to take on your website?
For example; to buy online, to leave a review, to get in touch, to find information, OR to share the site.

3. DESIGN & FUNCTIONALITY

* What type of website do you think you will need? *Please tick all that apply.*

Simple Online Brochure or Portfolio Site

Information Site and/or Blog

Ecommerce Site (Online Shop)

Database Driven Site or App

Content Managed Site (i.e., using an easy-to-update CMS such as Wordpress)

Are there any other websites you like the design and/or functionality of, or think are relevant for research, and why? *(Please note these do not necessarily need be in your own industry)*

Websites you like and why:

1.

2.

3.

4.

5.

WEB QUESTIONNAIRE

* Do you need to include any specific functionality on your website?
This could include for example; parallax scrolling or animation, online sales, bookings system, reviews system, searchable listings, directory or projects map, e-newsletter sign-up, blog or news, events calendar, integrated Search Engine Optimisation (SEO), live chat, advanced accessibility, or specific plug-ins you need to incorporate.

If you have an existing website, please describe if any specific aspects you need to keep.
For example any specific functionality such as; the directory or product database, import blog content etc.

4. ADDITIONAL NEEDS

* Do you need any additional work as part of the website project? *Please tick as needed.*

Must have   May consider

Integrated Search Engine Optimisation (SEO)

User Experience (UX) (research, journey mapping, wireframing etc)

User Testing

Email Marketing

Social Media Marketing

Online Banner Advert Design

Logo / Branding Design

Brand / Web Guidelines Presentation

Print Design e.g., for Brochures, Merchandise or Adverts

Product Packaging Design

PowerPoint / PDF / Online Presentations

Animation

Character Design

Illustration, Diagrams or Infographics

Other *Please include any more details below.*

5. TIMESCALES & BUDGETS

* Do you have a specific timescale or marketing deadline in mind to launch your new website?
For example if you need in time for seasonal sales, a major event or a campaign launch.

* What is the ballpark budget for your web design and/or development project, including any additional work outlined as a 'Must have' in Section 4? (In GBP, excluding VAT)
We appreciate this may be sensitive information which you may not wish to disclose at this stage. We work with clients of all shapes and sizes who have hugely varying budgets, so knowing your approximate budget from the outset will help us to be able to suggest an appropriate solution for you more quickly. Alternatively leave blank.

1-3K

3-6K

6-10K

10-15K

15-20K

Or enter your specific budget:

Do you have a dedicated budget for other aspects of your website or on-going marketing, such as any additional work for after website launch?
Please provide more information if needed.

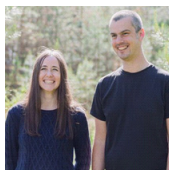**Do you need to apply for funding for this project?**

Yes   No   Possibly (e.g., depending on costs or for additional supporting work)

Is there any other information at all you feel may be useful at this stage?

ABOUT BOO&STU

Boo&Stu are a web, logo and print design studio with an ethical edge, combining the creativity of partners Anna Celeste Watson and Stu Jones who met at Wimbledon School of Art, London. Based in Dorset, Anna is our Lead Web Designer who has been delivering engaging and effective websites with our expert team of Digital Strategists and Developers for over 15 years.

Thank you for completing our questionnaire. Please save this PDF and email to us at hello@booandstu.co.uk or if you prefer you can call us on 01305 267854 to talk it through.