



Client Survey – Web Design

1) General Information – just the basics

Project Name:

Current URL (or desired URL):

Contacts for this project: (name, email, phone):

Target date for launching the new site:

External factors that influence/affect the schedule:

2) Why?

What is the business problem you hope to solve with this project?

3) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

4) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

What do you offer that is different from your competition?

What is your product in the eyes of the customer?



5) Perception

List adjectives describing how you want visitors to perceive the new site.

Is this different than their current perception?

List URLs of sites you like. What do you like about these sites?

6) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

Any visuals or content you want to use from your current site or marketing materials (logo, color scheme, navigation, etc.)?

7) Technology

Any specific technologies you would like to use in your site? (Flash, flash roll over images, etc.)

8) Marketing

Would you like any additional services like: business card design, brochure design, logo design, postcard design, etc. if so please explain.

Do you have a marketing strategy in mind to promote this project? If yes, could you describe it?



9) Updating

How do you plan to keep the content on the site current and updated?

10) Additional Notes/Comments



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