



CLIENT QUESTIONNAIRE

This design brief is to help me, the designer, get a better idea of who you, the client are and what your company is about. This information will indefinitely influence the direction, concept, and design of your project. **Be as thorough as possible when answering these questions.**

Contact Name: _____

Contact Email: _____

Company Name: _____

Timeframe(*approximate*): _____

THE MEAT AND POTATOES

How long has your company been in business?

What kinds of products/services does your company offer?

Who are your direct competitors in your market?

Who is your target audience? *Be specific.*

What do you hope to achieve through this project? *(I.E. more exposure to potential clients, fresher website, etc.)*

Does your company already have a website? If so, what's the URL?

Is there anything specific you want the new website to accomplish? *(I.E. easier navigation, a blog to post new info/news on, more traffic to social networks, better layout, etc.)*

Are there any current websites where you admire the layout, design, color scheme or anything else? If so, please list them:

Are there any layouts, graphics, color schemes, or anything else that you would like to avoid?

What is your allocated budget for this project?