

# Design requirements questionnaire

This process is paramount in order to provide us with a clear and considered design brief, and consequently, a successful 'spot on' branding and/or website for your business.

## A BIT OF BACKGROUND (please fill out all of this)

1// Describe your target audience/market

2// What is the main purpose of the website/new branding?

3// What are your company's core missions and values?

4// What is your company's USP (Unique Selling Point)?

5// What 'tone of voice' do you want your brand/website to portray? (ie. local & friendly, serious & corporate, professional & experienced, fun & quirky, rustic & environmental etc)

6// Give up to 6 key words to describe you and your company's personality (ie. experienced, approachable, perfectionist, professional, hardworking, freespirited, laidback, playful etc)

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

7// Are there any competitor businesses/brands/products that you aspire to be like/admire? (in your own individual way of course!) - if possible list website addresses

## YOUR BRANDING (skip if needing website only)

8// Are there any brands/logo designs you've seen that you particularly like and why? Yes ☐ No ☐

9// Is there a particular type of font style that you like/dislike?

10// Do you have any existing marketing material that the new branding needs to match with in some way (brochures, adverts, signage etc)? Yes ☐ No ☐

11// Do you have existing company colors that need to be used or a strong idea of colours you'd like to be used? Yes ☐ No ☐

12// Can you provide the Pantone numbers/colour references for your company colors? Yes ☐ No ☐

13// Please list the company name and website address of your three main competitors

14// Are there any elements in particular of your competitors' brands which you like/dislike and why?

15// What is your time frame for total project completion?

16// What is your budget for your new branding?

£3k+ ☐ £2k ☐ £1k ☐ £675 ☐

## YOUR WEBSITE (skip if needing branding only)

17// Are there any website designs that you really like and why?

18// What do you like/dislike most about your current website?

19// Is there any functionality on your current website that you want to keep (other than content)? Yes ☐ No ☐

20// Do you have existing material that the website needs to match with in some way (brochures, ads, signage etc)?

Yes ☐ No ☐

21// Do you have existing company colors that need to be used or a strong idea of colours you'd like to be used?

Yes ☐ No ☐

22// Can you provide the Pantone numbers/colour references for your company colors? Yes ☐ No ☐

23// What do your current competitors' websites have that you wish to have on yours?

24// Is there anything that you particularly dislike on websites?

25// Where is your existing website hosted?

26// Do you have full access? Yes ☐ No ☐

27// Do you have a domain name to use? Yes ☐ No ☐

28// Do you have a logo or will one need to be created?

Yes ☐ No ☐ (see our branding packages)

29// If you have one, can you provide the original artwork files? (preferably the vector EPS file, or high resolution JPEG)

Yes ☐ No ☐

30// How many pages (approx) will the finished website be?

1-5 ☐ 6-9 ☐ 10-14 ☐ 15-19 ☐ 20+ ☐

31// Do you have imagery you'd like to use and can you supply them to us in a medium-high resolution? Yes ☐ No ☐

32// If not, will you be needing us to source stock images? (They cost between £15-£30 per image, unless the package you choose includes some for free) Yes ☐ No ☐

33// Will you require video or audio on the new website?

Yes ☐ No ☐

34// Will you require infographics to be created?

Yes ☐ No ☐

35// Do you need multi-language support? Yes ☐ No ☐

36// Will you need a shopping cart system for e-commerce?

Yes ☐ No ☐

37// Do you have a system you already use? Yes ☐ No ☐

38// Will there be any third-party applications that will need to be integrated? Yes ☐ No ☐

39// If yes, what are they?

40// Do you have any other specifications or need specific functionality that has not been addressed? Yes ☐ No ☐

41// What is your time frame for total project completion?

42// What is your budget for your new website?

£5k+ ☐ £4k ☐ £3k ☐ £2k ☐ £1k ☐

43// If there is any additional information which you would like to add, or any questions you'd like to ask, please note them down here, and we can refer to this when we have our initial 1-2-1 call or meeting