



Night Owls Collective
PO Box 12
Newton Falls, OH 44444
Phone: 1-800-423-5218 | 330-872-8315
Email: Sales@NightOwlsCo.com
Website: NightOwlsCo.com

Design Project Questionnaire

Thank you for downloading our project questionnaire. By filling out the form it will give us a better idea of what you are trying to achieve with your new website or redesign of your existing one. Once we receive your completed form, one of our representatives will be in contact with you to provide a quote. Please answer each question giving as much detail as possible. The more information you provide, the more accurate your quote will be. If at any time, you have any questions, please feel free to contact us by phone: 1-800-423-5218 or email: sales@nightowlsco.com and we'll guide you through it. Please submit your completed form to us by mail, fax or email address listed above. Thank you for your interest in us and we look forward to working with you!

– Night Owls Collective

Your Name:

Your Title:

Company Name:

Address:

Phone Number:

Email Address:

Preferred Contact Method:

1. Who are the primary contacts for your company? Who has final approval of this project?

Please list the names, email addresses and phone numbers for these contacts.

Example: John Doe (project manager) johndoe@yourcompany.com 555-555-5555

Answer:

2. What is the name of your company and your current or desired website address (domain name) if you don't have one yet?

Example: Jane Doe, www.janedoe.com, Lisa's Baskets www.lisasbaskets.com, we own janedoe.com but would like to develop lisasbaskets.com

Answer:

3. Who is your current website hosting provider? Are you happy with this service? Would you like information and pricing on hosting your website with us?



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Example: We host with godaddy.com right now and we're not happy with the service. Send us details please.

Answer:

4. What services do you feel are required at this time, for your new or existing website?

Examples: logo design, web pages created, content created, animations, photos, shopping cart, brochures, flyers, domain name, website hosting, newsletter, forum, chat room, CMS - content management system, blogging software, search engine optimization, Facebook page.

Answer:

5. What is your budget for this project? This will help us in determining which design package or custom solution is best suited for your needs.

Example: We have set aside \$500 for the new website. We have \$5,500 to redesign the website and add Ecommerce.

Answer:

6. When would you like to begin the project? What is the date you are hoping for completion of the project? Are there any specific reasons?

Example: We would like to start on October 1st and have the site completed by November 1st as we're launching a new product line.

Answer:

7. What is the main goal of your website or that you envision for it?

Example: We want to showcase our products/services. We'd like to provide customer service. We would like to increase our sales and spread the word. We just want to provide information for our business partners or customers.

Answer:

8. Do you feel your current website has been effective (if applicable)? Has it performed the way you had hoped? What are your reasons for re-designing it?



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Example: No we're not happy with the existing site as it doesn't seem user friendly and we don't have the customer interaction we were hoping for.

Answer:

9. **Who will maintain the website and provide new content? Would you like information and pricing on our maintenance plans? If so, how often do you feel your website will need to be updated?**

Example: The site will need updated daily, weekly, monthly, yearly

Answer:

10. **Do you have an existing marketing plan in place? Would you like information and pricing on our marketing services? If so, what type of services are you interested in?**

Example: We're interested in search engine optimization, search engine submission, link building, pay per click ads, ad placements

Answer:

11. **What is the primary action that a visitor should take while at your website?**

Example: They will visit the site to make a purchase, search for information, register as a member, fill out a contact form, interact with other users

Answer:

12. **What style or theme would you like your website to portray? If you have an existing site, would you like to maintain the current look and feel or are you open to new ideas?**

Example: Fun, creative, friendly, modern, professional, prestigious, trustworthy, elegant, clean, minimal, corporate, organic, bold, bright, cutting edge, innovative, forward thinking, futuristic, personal, classy, unusual, vintage, corporate, exciting. Yes, we're open to a fresh new look.

Answer:

13. **Will your website feature video, music or animated content? If so, what type and how many?**



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14. Example: Yes, we have a few videos we'd like to feature and would like an animated slider on the home page.

Answer:

15. In your own words please describe your business or organization.

Example: We have a product line of swimwear for young adults. We have a storefront on Main St. in Somecity. We also participate in fashion and trade shows displaying our product line. We also recruit models in the area for our catalog.

Answer:

16. Is your business strictly local or are you nationwide, worldwide?

Example: We only service area businesses but would like to expand nationwide.

Answer:

17. Do you have a strong brand awareness for your products or services?

Example: When you think of Nike you think of the checkmark. Is your brand well known?

Answer:

18. Who are your biggest competitors, list as many as you can think of? Do they have a website?

Example: Our biggest competitors are Other Swimsuits and they sell online also at OtherSwimsuits.com. Our next largest competitor is Fashion Works and then only sell local and through catalogs.

Answer:

19. Who do you feel will be the target audience for your website?

Example: We mainly market to young female teenagers in the warmer states. We feel that we can expand this target to other states as well and market our new product line to twenty something females.

Answer:



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20. What content do you have to provide for the website? If you have an existing site, will the content be copied over to the new one from there?

Example: We have a logo, brochures, business cards, catalog and a lot of photographs from our fashion shows and catalog. We also have about us text and our company mission. We haven't outlined our services on paper yet though. Yes, you can use existing content but we may update it a little. We'd like you to purchase some stock photographs for our home page.

Answer:

21. Do you need a shopping cart system installed or customized? If so, what type of payments do you want to accept? Do you have a merchant account? Do you have a specific shopping cart system that you would like to use? How many products will there be on the website?

Example: Yes, we'd like a shopping cart and to accept paypal. We don't have a merchant account at this time. Or yes, we already have an existing cart (magento) that will need integrated into the new site. We have approx. 30 products.

Answer:

22. How many main pages to you expect to have on the website?

Example: Home page, about us, contact us, product pages – approx. 30, newsletter sign up page.

Answer:

23. Are there any websites that you really would like yours to model after?

Example: Yes, I love ThisFashionSite.com and would love to be like them. Or I like thiswebsitehere.com, they aren't in the same industry as us but I just love the look and colors.

Answer:

24. Please tell us anything else that you can think of that would help us in determining what type of site you will need or what your goals are. The more information we have the more accurate of a quote we can give you.

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25. How did you hear about us? So we can properly credit them.

Example: My friend Jane told us about your services. Or we found you on Google while searching for “awesome web design company” ;)

Answer: