



WEBSITE QUESTIONNAIRE
FINAL ELEMENTS STUDIO, LLC

YOU HAVE QUESTIONS? WE HAVE ANSWERS

While it is easy to make the simple complicated, it takes skill to make the complex feel simple.

We've put together this handy worksheet to help you capture your vision for the project. Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond. Please answer each question in a clear and concise manner, and skip any questions that don't pertain to your project.

Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way we won't miss any important opinions. Once you're happy that the worksheet clearly describes your project, please email it to info@finalemenets.com and we'll work out the right solution for you. If you don't know how to respond, or will like to talk to us, please call our Long Island office 516-792-1426.

To fill in this document, you will need Adobe Acrobat 5 or upwards. Get the latest version of this product here: <http://get.adobe.com/reader>

CONTACT INFORMATION

Your name:

Your business or organization name:

Your email address:

Your business phone number (including area code or country code):

GENERAL PROJECT INFORMATION

What is your current (or intended) web address or URL?

What is your desired launch date for this project?

Do you have a budget already established for this project? If so, please indicate your budget below.

Can the project be divided into phases to account for budget and timing constraints?

DESIGN CONCEPT

What is the aim of your new website?

Is it the first version, or are you looking to redesign your existing site? If you want your site to undergo a redesign, describe the things you don't like and wish to see corrected.

List any results you would like to reach by this new website.

This could be boosting your sales, increasing brand recognition, diving more visitors to your web- site, increasing customer base etc.

Tell us about your company.

Give us the full name, its correct spelling, possible abbreviations, the common name to be used throughout the site, etc.

Does your company have a formulated mission?

If you have a slogan or a tagline, please include them, too.

Describe where your company is going.

List the key points of your marketing message, your advantages, anything else you would like your potential customers to know about you in the first place.

Who are your customers?

Describe your target audience, if possible, including their age, sex, social status, income etc.

List a few sites you like.

Try to mention why you like these sites, and note possible disadvantages, if any.

List several sites you don't like.

Try to go into detail concerning the features and qualities of these sites you find disadvantageous, and the possible reasons.

Give us your idea of the color scheme to be used when designing your new site.

If you have corporate identity elements, like a logo, a brand book, printed ads which you think we could use while working on the design, please mention this and deliver these materials to us.

Characterize the mood and associations you would like your new design to convey.

Check the fields you find to be the closest to your concept, or give your ideas in the field below.

Strict corporate look;
Design based on bright, loud color solutions;
One-color design with several bright color variations;
Positive, optimistic feel creating a happy mood;
Minimalist, functionality-driven design;
Design with lots of big appealing illustrations;
Calm, strict design with black and white photos;

If possible, please indicate the expected budget of this project.

\$2,500 - \$5,000

\$5,000 - \$7,500

\$10,000+

\$20,000+

\$30,000+

\$40,000+

\$50,000+

TECHNOLOGY CONCEPT

Are you interested in developing a content management system for the new website?

Enabling you to update your website anywhere.

Yes

No

Will you require other specific programming needs?

For example: such as search capability, photo galleries, and email newsletters sign-up.

ADDITIONAL COMMENTS

Here is your chance to add in any extra information that you think will be helpful. Please take as much space as you need!!!!

**Please save this document and email it to us:
info@finalelements.com**



THANKS!

Thank you for taking the time out of your day to fill out this web questionnaire! Your time is valuable to us, so Thank You! If you have questions, please do not hesitate to contact us.

info@finalelements.com
516 792 1426