

THEVISUALTEAM.com

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The Visual Team Questionnaire

Please answer each question to the best of your ability. Leave blank anything that does not apply or is unclear. When you have completed the questionnaire, return it to us and we can discuss your project in further detail. You can email the completed questionnaire to kim@thevisualteam.com

I. Background & Goals

Company Contact

1. Who will be the main contact from your company to oversee this project?
Please list name, title, phone number, best time to reach them, and email address.

Your Company

1. Please provide a brief corporate and industry description. Include contact information and a description of the group who will be working on the project.
2. Please briefly describe what your company does.
3. How long have you been in business?
4. How many employees do you have?
5. Where are you located?
6. Do you have a current website? If so, what is the URL?

The Project

1. What is the mission statement or summary of your upcoming project?
2. What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, etc.)
3. If this is a website project, do you have an idea of what the site architecture will/should be? (e.g., About Us, Products, Services, Contact Us, etc.)
4. Do you need a logo/brand developed?
5. What are your schedule requirements?

6. What is the budget for this project? Is there an acceptable budget range or a “not to exceed” figure based on the level of services? Please explain.
7. Approximately how many pages do you expect to be included in the project (for print brochure or website projects)?

II. Audience, Content, and Functionality

Audience

1. Do you have a clear understanding of your target market? Age groups & demographics? How do you want your brand perceived?

Content

1. Have you already completed your “Content Document” which has the copy for each page of the website or brochure?
2. If not where will content/copy come from for each page of the site? Will it be new, repurposed, or both?
3. Will you need strategic messaging and/or copywriting support?
4. How often will you add new content to the site or brochures?
5. Who will update the content?

Functionality (website projects)

1. What functional requirements do you believe to be necessary? (e.g., password protected areas, download areas, database, ecommerce, etc.)
2. If you're looking for an ecommerce site, how many products are you selling?
3. Have you chosen a hosting company?
4. Do you have any programming language/hosting platform preferences? (.NET, ASP, PHP, etc.)
5. Do you have a preference for a content management system?
6. Do you have a domain name registered?

III. Competitive Analysis

1. Find the three highest quality sites (more is better) on the Web that relate to your project and copy their URL's/domain names so we can look them up.
2. Websites you like in regards to design, functionality, or usability:
3. Your competitors' sites: