



## WEB DESIGN QUESTIONNAIRE

This questionnaire is designed to help you start thinking about what you want from your website before we begin the design process. It helps us to know what you need and expect from the finished website, and we will then be able to give you a quotation.

Please answer as many questions as possible, save this PDF, and email it to us at [amy@ajdesignsuk.com](mailto:amy@ajdesignsuk.com). If you'd prefer to chat over the phone please call us on [07527 821644](tel:07527821644).

### YOUR BUSINESS

What is the name of your business / organisation?

Describe your business / service in one sentence

What do you want your new website to achieve?

Who are your main competitors, and what makes you different to them?

Who are your potential clients?

### GOALS & OBJECTIVES

Do you need a new website, or the redesign of an existing site? Please tick as appropriate

Brand new ☐ Redesign ☐ If you have an existing site, please provide the link below

What is the most important action you want users to take on your website?

For example: to buy online, to contact you, to sign up to emails/newsletters, to leave a review

Who are the key target users of your site?

## DESIGN & FUNCTIONALITY

What features will your website need?

E.g. forms, maps, social media buttons, search, portfolio/gallery, calls-to-action

What similar websites do you like and why? Not necessarily in your industry

Who will provide the content for your site? This includes copy/text, images, graphics, logos, fonts

Does your company have established branding?

Includes materials that the site will need to match, such as colours, fonts, logos

Do you need a new URL / web address? If so, who will be responsible for securing the domain?

Do you need web hosting?

## ECOMMERCE WEBSITES

What types of products do you sell?

How many products? And will they have variations (i.e. different sizes, colours, etc.)?

What forms of payment do you accept?

Do you need to offer coupons or gift cards?

Do you need to compute shipping?

Do you need to generate invoices / address labels?

Will you be supplying product photos?

Do you have product descriptions available?

Do you need to have inventory tracked?

Do you want to have product reviews?

Would you like to build an email list for promotional purposes?

What keywords do people use in search engines (e.g. Google) to find your site?

## ADDITIONAL NEEDS

Do you want us to handle maintenance?

Do you need any additional work as part of the website project? Please tick as needed

Must Have

May Consider

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Logo / Branding design

Email marketing

Social media marketing

Print design, i.e. business cards, flyers, brochures

Signage, i.e. shop fascias, window graphics, pavement signs

Vehicle graphics

Workwear

Other Please include details below

## TIMESCALES & BUDGETS

Do you have a specific timescale or deadline to meet?

What is the ballpark budget for this project?

Is there any other information you feel may be useful at this stage?

AJ Designs is a Graphic & Web Design company offering Printing, Vehicle Graphics, Signage and Workwear services. Each job is approached with enthusiasm and attention to detail, with the aim of going beyond your expectations. We're always happy to show you how we can promote your business, so please get in touch today.

Thank you for completing our questionnaire. Please save this PDF and email it to us at [amy@ajdesignsuk.com](mailto:amy@ajdesignsuk.com). If you'd prefer to chat over the phone please call us on [07527 821644](tel:07527821644).