

Website Design Consultation Document

Thank you for reading our **Website Design Consultation Document** and for your interest in a custom website by **KP Direction LLC!**

You're investing in a marketing strategy that can open new avenues of business and ultimately increase sales. Because of the importance of your website, we ask that you spend some time considering the questions included in this guide to help us achieve your goals. Your input is valuable and will help with creating the ideal website that will improve your business and establish your company's presence on the Internet.

You can be assured that any information you provide to us will be kept in the strictest of confidence and will not be used for any other purpose other than to develop your proposal and ultimately your new website.

Plan Before You Build

A website is no different from any other marketing piece: the more thought and planning you put into it before you start to build, the better the final product will be. This questionnaire will help you do that.

Please answer as many questions as you possibly can. Some you will be able to answer immediately. Some may not apply to your project at all. Some may take further research on your part, or you might have to clarify a point with us first – or you might have to wait till we have our initial consultation to be able to work through one or more points.

We suggest that you distribute this document to any staff members that may be involved in the project, with a "reply by" date. Then gather the answers together into one file, revise if you need to, and send it back to us by post or email.

This is a working document. We'll use it as the basis for our initial consultation, and then it will form the basis for our proposal for your website. Once the project gets started, we'll also use it when working with our graphic artist to create the visual design.

Let's Get Started!

Please contact us on 801 927 8513 or info@kpdirection.com if you have any questions about completing this questionnaire.

Company

Tell us who you are, what you do, and how we can reach you.

Company Information

Name	
Address	
Phone	
Fax	
Website	
Tagline	

Primary Contact

Who is the primary contact for this project?

Name	
Phone	
Email	

Decision Maker

Who will make decisions regarding this project, if not the primary contact?

Name(s)	
---------	--

Products/Services

List your main products and/or services

Certifications etc.

Does your company belong to any organizations, or have any certifications?

Certifications	
Associations	
Professional Affiliations	
Memberships	

Description

Please describe your company in 25 words or so. This will be displayed as your main description and used by some search engines in their listings

Competitors

Please list your three main competitors and their websites. You'll want your website to be at least if not more effective at attracting and retaining the interest of the same audience as these competing sites.

Company	
URL	
Company	
URL	
Company	
URL	

Project

Please tell us about this website project.

Purpose of Project

Is this project:

	A new website
	Revamp of an existing website
	Addition of features/functionality to an existing website
	Maintenance of an existing website

Purpose of Website

What do you want the website to do for you/your business?

	Improve company/brand awareness
	Increase product/service sales
	Inform visitors about company, products/services
	Sell online
	Provide customer support information, access
	Replace some print advertising
	Facilitate internal communication with staff, customers
	Entertain
	Build community/awareness
	Other

What do you want your visitors to do there?

	Purchase
	Learn about company/ products/services
	Access support information

	Participate in community
	Contact me
	Other (please specify)

Goals

What do you want the website to achieve?

Short term (1-6 months)	
Longer term (1-3 years)	

Budget

What is your budget for this project?

	Approximately:
	No idea

Schedule

What is your timeframe for this project?

	As soon as possible
	By date/event:
	No idea/not critical

Audience

Your customers, those who use your products and services, are not necessarily the intended audience for this website – or at least they may not be the only audience.

The more you tell us about your intended audience, the more the site will appeal to them and keep them coming back.

Primary Audience

Who should the site appeal to? Who do you want to attract?

Who are they	
Where are they	
What do they want/need	
Will they have a high speed Internet connection*	

* or are they in a rural or remote location that only supports dial-up

Secondary Audience

Who else is the site for (for example, staff, investors, existing clients)?

Who are they	
Where are they	
What do they want/need	
Will they have a high speed Internet connection*	

* or are they in a rural or remote location that only supports dial-up

Design

The design of your website is the framework that holds all the content. It's what makes that important first impression; it should accurately reflect the image you want to portray.

Creating the visual design for a website is an iterative process. The more information you provide here, the more closely the initial concepts that we will present to you after the contract is signed will match your vision. Then we work together to revise the mockups until you are satisfied.

Colours

Do you have specific colour preferences or requirements?

Preferred colour scheme	
Colours to exclude	
Required colours (PMS ¹ values)	

¹ PMS – Pantone Matching System

Logo

Do you have a logo?	
In what format? (JPG, EPS, AI, PSD, etc.)	
Do you want one designed for you?	
Do you need a re-designed logo? Or a cleanup on the existing one?	

Photographs and Graphics

Will the site use photographs and/or graphics in addition to the logo?	
Do you already have these images?	
If yes, do you have copyright permission to use them?	
If no, do you want us to source them for you?	

Image => Text Ratio

Do you prefer:

<input type="checkbox"/>	More graphics than text
<input type="checkbox"/>	More text than graphics
<input type="checkbox"/>	An equal balance between graphics and text
<input type="checkbox"/>	No preference

Image Types

Do you prefer:

<input type="checkbox"/>	Photographs
<input type="checkbox"/>	Drawings
<input type="checkbox"/>	Illustrations / graphics
<input type="checkbox"/>	No preference

Overall Impression

What first impression do you want the visitor to have of your website? Choose all that apply.

<input type="checkbox"/>	Flashy	<input type="checkbox"/>	Elegant/artsy	<input type="checkbox"/>	Conservative
<input type="checkbox"/>	Holistic	<input type="checkbox"/>	Hi-tech	<input type="checkbox"/>	Utilitarian
<input type="checkbox"/>	Fun	<input type="checkbox"/>	Academic	<input type="checkbox"/>	Corporate
<input type="checkbox"/>	Edgy	<input type="checkbox"/>	Low key	<input type="checkbox"/>	Ambient
<input type="checkbox"/>	Natural	<input type="checkbox"/> Other:			

Colour Palette

Your logo forms the basis for your colour palette. How should the site colours complement your logo colours? Choose all that apply.

<input type="checkbox"/>	Bright	<input type="checkbox"/>	Rich	<input type="checkbox"/>	Monochromatic
<input type="checkbox"/>	Colourful	<input type="checkbox"/>	Pastel	<input type="checkbox"/>	Black & white
<input type="checkbox"/>	Cool	<input type="checkbox"/>	Warm	<input type="checkbox"/>	Neutral
<input type="checkbox"/>	<input type="checkbox"/> Other:				

Textures

Even though a website provides a visual experience, images can create the impression of texture or physical sensation. What sensation or feeling do you want to evoke? Choose all that apply.

<input type="checkbox"/>	Organic	<input type="checkbox"/>	Cool	<input type="checkbox"/>	Soft
<input type="checkbox"/>	Glossy	<input type="checkbox"/>	Metallic	<input type="checkbox"/>	Sleek
<input type="checkbox"/>	Industrial	<input type="checkbox"/>	Matte	<input type="checkbox"/>	Rough
<input type="checkbox"/>	<input type="checkbox"/> Other:				

Styles

Think of artwork in a museum or gallery. Where does your company's image fit? Choose all that apply.

<input type="checkbox"/>	Futuristic	<input type="checkbox"/>	Classic	<input type="checkbox"/>	Art deco
<input type="checkbox"/>	Modern	<input type="checkbox"/>	Ancient	<input type="checkbox"/>	Country
<input type="checkbox"/>	Retro	<input type="checkbox"/>	Pop	<input type="checkbox"/>	Urban
<input type="checkbox"/>	Grunge	<input type="checkbox"/>	Young	<input type="checkbox"/>	Stylized
<input type="checkbox"/>	Other				

Sites You Like

Please list three sites you find visually appealing (you like the way they look), and explain why you like them.

URL	
Why?	
URL	
Why?	
URL	
Why?	

Please list three sites you feel have a good user interface (you like the way they work) and why you like them.

URL	
Why?	
URL	
Why?	
URL	
Why?	

Content

Content is all the bits and pieces that are contained in the framework of the visual design, and that bring your visitors back again and again.

Existing Content

Do you have existing content you want to use?

	Yes, from my website
	Yes, from other sources
	No, I need to create it
	I have it, but I need assistance editing it for the website

Additional Content

Do you intend to add additional content? Where will it come from?

	No
	Yes; created in-house
	Yes; created by third party
	Yes; I need assistance in creating or editing it

Images

Are images (photographs primarily) available in electronic form?

	Yes
	No; I need them scanned
	Don't know

Copyright

Do you own, or have permission to use, every piece of content you intend to include (text, images, multimedia, etc.)?

	Yes
	No; I need to get some permissions
	Don't know

Content Organization

This is a very important phase of the website planning process. Determining what to include, what not to include, and where it all should go is frequently the biggest stumbling block for someone contemplating their first website. **Please do not hesitate to contact us for assistance with this section!**

Think of this as the outline or table of contents for a book. The first column in the table below would be the main navigation buttons on the site. The second column would be any sub-menu items, for inner-level pages that are contained in a particular section. We've put some of the most common ones in the table below; create a similar document in Word or Excel, and complete it as you think of pages you require.

Main level page	Second level page	Page description
Home		Intro to site; sets look and feel
About Us		Intro to company: mission/vision?
	Company	History, etc.
	People	Partners, staff
	Policies	Privacy Policy at minimum
Products/Services		
	Products	
	Services	
Contact us		

Navigation

Do you have a preference for where the navigation will be placed?

	Whatever works best for the site design
	Left side navigation
	Top navigation
	Right side navigation

Additional Features

In addition to text and images, what else might you want to include on your website, now or in the future?

Multimedia

	Now	Future
Animations (Flash)		
Audio		
Video		
Presentations (PowerPoint => Flash)		
3-D graphics		
Virtual tours		
Other		

Do you already have them, or do they need to be created?

	Already have
	Will create in house
	Want assistance in creating

Advanced Website Features

These are some common website add-ons. Would you be interested in incorporating any of these now or in the future?

	Now	Future
Catalogue		
Photo gallery		
Events calendar		
Forum		
E-commerce (with or without online transactions)		
Site search capability		
Job application area		
Live customer/tech support		
Articles archive		
Members only (secure) area		
Order form		
Feedback form		
Contact form		
Member directory		
Other		

Domain

Domain registration

	<p>Do you have a domain name registered</p> <p>If yes, what is it:</p>
	<p>Do you want assistance in registering a domain name</p>

Hosting

	Do you have a hosting account set up
	If yes, does the host meet your requirements
	Do you want assistance in setting up a hosting account

Maintenance

Frequency

How often do you anticipate changing the content on your website? An information site for an organization, for example, might need its calendar updated monthly. An e-commerce site might have new product information entered weekly or even daily.

	Daily
	Weekly
	Monthly
	Quarterly
	Don't know

Method

You have a number of options with regards to maintaining the website once it is built. Would you prefer to:

	Maintain the site yourself, using a full-featured HTML editing application, e.g Adobe Dreamweaver
	Maintain the site yourself, using a full content management system e.g Drupal or Wordpress
	Maintain the content of existing pages using a partial content management system
	Maintain the entire site using a custom content management system
	Have us maintain the site for you on a maintenance contract
	Don't know

Additional Services

In addition to our regular content coaching and development services, we can assist with these additional services. Are you interested in:

	Now	Future
Copywriting and editing		
Print design for literature and advertisements		
Photography		
Animation		
PowerPoint and/or PowerPoint to Flash		
Virtual tour		
3D graphics		
Ezine (electronic newsletter) creation and distribution		
Search engine optimization, search engine marketing		
Other marketing		
Other: let us know what you need and we'll try to source it for you		

Thank you!

And you're done! If we haven't already arranged a meeting, please call us on 801 928 6953, or you can send your completed questionnaire to KP Direction LLC, either by email (info@kpdirection.com) or by post to

KP Direction LLC
 1920 E 2125 N
 Layton, UT 84040

Thank you very much for taking the time to complete this long questionnaire. We realize it took a lot of time and thought on your part. But it will help ensure that our proposal captures your vision, resulting in a website that meets your needs – and those of your customers.