

Pixelsplendor Graphic and Web Design

Future Client Work Sheet

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Project Details

- 1) What is your current or intended web address?

- 2) Approximately how many pages or sections would you like to have?

- 3) How soon would you like to have the new website completed? Why?

- 4) Do you already have a logo or branded materials such as business cards, stationary?

- 5) Who will be responsible for maintaining the website or providing new content?

Your Customers/Users

- 6) What types of people do you expect will visit your website most often?
(age, industry, male/female, income, etc)

- 7) How is your business currently perceived? Do you want to portray the same sort of image through your website?

Current Website (If Applicable)

- 8) Who currently hosts your website?

- 9) Will the existing website content be used?

- 10) What do you not like about your current website?

- 11) Do you feel your current website promotes a good user experience?

Your New Site and the Competition

12) The importance of first impressions cannot be underestimated. How should people describe your new site?

(Some examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, bright, bold, calming, elegant, clean, organic, minimal, and cutting edge.)

13) What colors and/or imagery convey the personality and tone of your business?

14) Do you already make use of a consistent color scheme?

15) Who is in charge of producing/editing your new site content?

16) Do you require professional copywriting services? If yes, how many pages?

17) Please list your main competitors. What do you like and dislike about your competitors' websites?

18) List some websites your really like. Why?

(specific page elements, colors, typography, photos, etc.)

19) Do you plan to run any email or other promotional campaigns along with your new website?

20) Will your new website feature video, music, or animated content?

21) Do you have any professional photos ready for the new website? Should purchasing stock photography be factored into our quote?

Thanks for taking the time to fill out our worksheet. You can email this document to info@pixelsplendor.com, or mail it to our address below.

Pixelsplendor

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