

Hello! Feel free to answer as many *or* as few of the following questions as you'd like. Skip any that don't apply to you or your situation, and answer any you want to with as few or as many words as you'd like. Please also feel free to ask us any questions that come up.

Existing and desired web presence

1. Do you currently have a website? Is this a redesign of something that exists or something new from scratch?
2. What's your goal in having a website (or having your website redesigned) at this time?
3. Do you currently have a web presence for yourself or your business? (i.e. website, LinkedIn, university or corporate biography page/s, Facebook business page, Instagram, Shopify, or other?) What do you like or dislike about it? (Do you get relevant results if you google yourself?!)
4. Do you want a static website: designed once and then left that way for months or years to come? Or do you want an interactive, regularly updated website (i.e. with a blog or updates page, somewhere to post photos, or other up-to-the-minute information)? If the latter, will you be the person to add / edit pages or posts, or will you need ongoing support with that?
5. Do you know how many pages you want your new website to have? Do you prefer a scrolling homepage where all your content is broken into sections on one page, or do you prefer each section / theme to have its own page?
6. Do you have text already written? Do you have assets ready (i.e. photos, text, descriptions, fonts, categories, etc.) or do you want to develop them together?
7. Is this a business or a personal website? (*If the former, see the next section for more questions.*) If the latter: what's *your* style? What's your favourite colour? What's your favourite destination or field of study or medium of art or —? What elements should we include to best share *your* unique story?

Your business and target audience

8. What does your company do (in one or two sentences)? Do you offer products or services? What's your industry?

9. Does your company have mission-vision type branding? If so: What's your mission statement? What's your vision? What's your brand message?

10. What sets your business apart? What is your main appeal? Who are your main competitors?

11. Who is your target audience? (List demographics:: age, gender, location, lifestyle, income, etc)

Your brand

12. What are some words you can use to describe your brand?

13. How do your customers currently perceive your organization?

14. How do you want your audience to perceive your business? What are 3 things you want them to think or feel when engaging with your brand?

15. Do you currently have branding? What do you like and/or about your current branding?

16. Is there a brand you look up to or whose branding or colour palette you love?

Design preferences

17. To ensure brand consistency, do you have any design and style guidelines or assets you'd like to share? (fonts, logos, colour codes, or other design elements)

18. If you don't intend to use existing brand colours, do you have a colour palette in mind? Are there any colours you dislike? Any colours you particularly adore?

19. Are there any design styles that you really like or really dislike? Please provide example URLs...
20. What do you like or dislike about your competitor's branding? Please provide an example URL and point out what you like and don't like.
21. Please provide a few links, images or samples for inspiration and creative direction.

Working relationship

22. How tech-savvy would you say you are on a scale of 1 to 10? Will you make updates to your own website once the template is built? Or will you want ongoing support?
23. Have you worked with a graphic designer before? What was positive about your experience? What was negative about your experience?
24. How do you prefer to communicate? (phone, email, zoom, in-person meetings, other)

Project specifics

25. What design deliverables do you need for the project? i.e.: Website; Brochures; Logo; Ads; Sales materials; Apparel; Poster; Blog images; Web design; Other (*please list*)
26. Are there any other specifications or details you'd like us to know about before we begin? (timeline, project schedule, other)

Budget

27. Do you have a budget in mind for this project? How much do you want to spend? Is your budget flexible or fixed?