

# Definitive Media

## Question Sheet

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In this document you will find general questions to help us get a better idea of your company and your needs. In addition, these questions should encourage some thought about the purpose and functionality of your website.

Feel free to leave any questions blank that do not apply. Answering questions thoroughly gives you a chance to think about your goals and needs, and gives us a clearer picture of how we can best satisfy them.

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### **ABOUT YOU**

*Your name:*

*Your company/organization:*

*Business telephone:*

*Your e-mail address:*

### **PRIORITY**

*Do you have a strict time-frame or due date? If so, list it here.*

## **LOOKING INWARD**

*Why does your business need a website?*

*Why would your visitors need your site? Who are they?*

## **YOUR BUSINESS**

*What emotions or images do you feel your site should evoke? (For example: friendliness, professionalism, cleanliness, warmth.)*

*Does your organization currently have a website? If so, what is the URL, and what aspects of it would you like to improve?*

*What aspects of your business would you like to be dominant in the design? (For example: affordability of your products, your logo/colours, proficiency in your industry)*

## **YOUR COMPETITION**

*List some of your competitors' websites, and, if applicable, what you believe to be their strengths or weaknesses.*

*Are there any unique features you desire to stand out from your competitors?*

## **LAST BUT NOT LEAST**

Do you have an expected budget for this project?

Anything else we should know?