

Studio Métis Web Design Questionnaire

This questionnaire is designed to be a helpful tool in organizing your site and in relaying key information that you want included on your web page.

Name:	<input type="text"/>
E-mail:	<input type="text"/>
Telephone:	<input type="text"/>

1. Audience Profile:

This may be the most important consideration in creating an effective web site for your business or group: Who is your audience? What key information do you know about them such as their expectations, their comfort with the Internet, their experience with your competitors. What are they looking for?

Sometimes there is more than one audience. For example, existing customers may be looking for very different information from new or potential clients.

Please indicate which of the following are **true** of your audience or the people you hope to reach through your web site:

- Design Style:** Cool Technical Corporate Funky Conservative
 Simple Artistic
- Impression:** Professional Creative Cutting Edge Low-Cost
 Friendly Exciting Elite Industry Leader
- Web Savvy:** Experienced Novice Mixed
 DSL or Cable Dialup Connection
- Content:** Brochure Catalog Regularly Updated Information
 Ordering Fast Loading Detailed Information

2. Home Page Content:

What elements would you want on this page? Some possibilities: Links to other pages, logo, introductory/marketing paragraph, brief description of products/services, photographs or graphic elements, What's New section, Copyright Info, Email link to webmaster, Phone Number.

An empty rectangular text area with a light beige background and a thin black border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with small square handles.

3. Page 2 Content:

Please spell out everything you might want to include on this page.

(One possibility would be an **"About Us"** page. It might include: a brief history mentioning success stories and accomplishments, bios or descriptions of the team and what each person brings, something about your customers or the kind of companies you work with, photo of office or building, staff photos either group shot or individual portraits, goals for the future/new products, etc.)

An empty rectangular text area with a light beige background and a thin black border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with small square handles.

4. Page 3 Content:

Please spell out everything you might want to include on this page.

(Perhaps this is a Portfolio or Gallery page. Do you want individual thumbnails of each image or would you prefer a collage of your images?)

(Perhaps this is your **"Products"** page. What support does each product or category need: estimate form, more information PDF, FAQ, demo, order form?)

An empty rectangular text area with a light beige background and a thin black border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with small square handles.

5. Page 4 Content:

Please spell out everything you might want to include on this page.

(Many sites need a **"Contact Us"** page. What of the following should be included: E-mail directory of all key people, business addresses and phone numbers, map/directions to office?)

An empty rectangular text area with a light beige background and a thin black border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with small square handles.

6. Page 5 Content:

Please spell out everything you might want to include on this page.

(It may be a good idea to have a **"Response Form"** page. Response forms could include fields for collecting the following information: Name, title, company, e-mail, address, city, state, province, zip, country, product interest, add to mailing list, free mousepad, how did you find us, send more info, call for estimate, comments. Other forms you may want to include: Estimate/Quote form, Employment Opportunity form, Demo form—to receive a password to try out a demo.)

An empty rectangular text area with a light beige background and a thin black border. It features a vertical scrollbar on the right side and a horizontal scrollbar at the bottom, both with small square handles.

(If you desire to submit content for other pages at this time, simply send this form a second time with the additional

page information.)

7. Sites You've Seen That You Like:

List sites that might serve as a guide for your site design or structure. Indicate what attracts you about them:

9. Additional Input:

Can you either mail or e-mail us your logo? Yes No

Do you have photos or other graphics we could use on the site? Yes No

List PMS colors for your company:

List Fonts used in logo:

10. Time Table:

Ready to begin production by:

Input to Revenant by:

Target date for launch of site:

11. Budget:

Your budget for your web site:

12. Other Comments: