

Pre-Build Questionnaire

1. Please share more information about your site.

Name, company, type of work

Familiarity with technology?

User familiarity with technology?

If you could roll all your users into one super-user...what would they be like?

2. What do you want this website to accomplish?

Ideas:

Advertising revenue

Making information accessible

Educate others on a topic

Facilitate/encourage web-based interactions

3. Do you already have a website?

When did you do this?

Was it easy to use/edit?

What do you like about it/don't like?

What results are you getting from it?

What would you like to see translated from this environment to the new website?

4. What makes your site remarkable and unique?

5. Are there similar websites that accomplish what you're looking to do?

What websites (either similar or completely different) do you like and why?

6. What features do you want your website to have?

Ideas:

Embedded social media feed?

Email collection and email marketing capability?

A blog or news feed?

Photo galleries?

Onsite videos? (Or hosted on YouTube/Vimeo?)

The ability for people to leave comments?

A quick contact form, quote request, or booking form?

7. How do these features support your goals...and the goals of your users?

8. How will you measure your success?

What does success look like to you? Is it completed? Sign-ups for updates?

What will you do if that doesn't happen?

9. What content do you already have created (mission statements, bios, images...)?

10. Is there anything that needs to be visible on every page?
11. Are there any type of privacy restrictions needed?
12. How much time do you have to devote to this?
13. What does your timeline look like?
 - When do you want to get started?
 - Do you have a launch date in mind?
 - Do you have a deadline (and is there a reason for this deadline)?

Other Resources

- [10 Things to Know Before Designing for the Web](#)
- [Lynda.com Web Design Training and Tutorials](#)

Questions are adapted from the following websites

- [The 10 Questions You MUST Ask Your Client Before Designing Their Website](#)
- [Questions to ask your client when building their new website](#)

COLOR EMOTION GUIDE

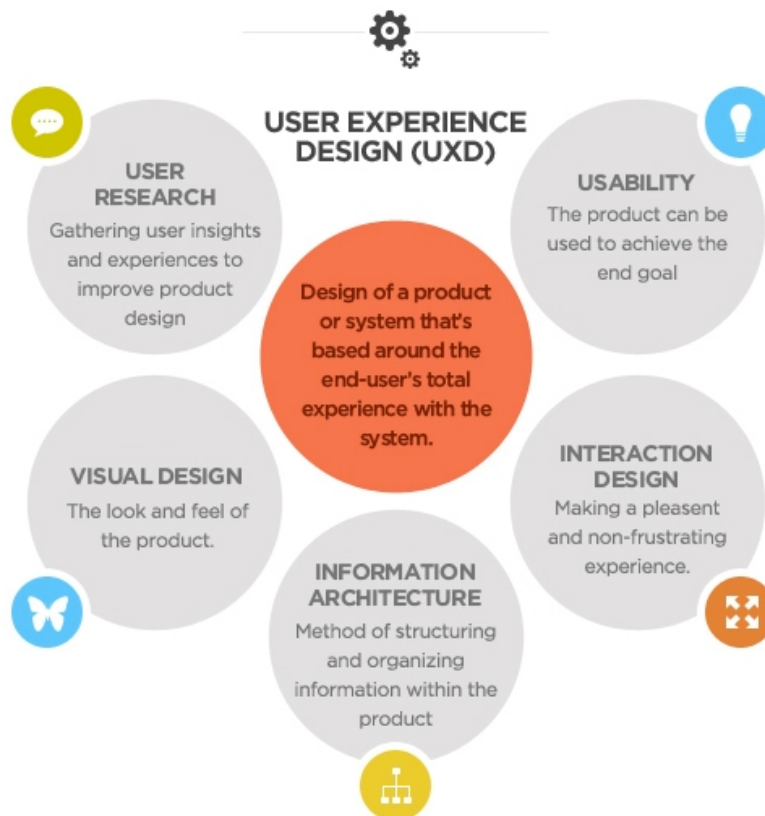


Visua.ly



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THE ELEMENTS OF UXD



Net Solutions

Sketch Your Site

How many pages?

What information goes on each page?

How will users navigate your site? Where do you want the menu?
