

# Brief interview

## Basics.

1. What's your/business/organization name?
2. Email address.
3. Phone number.
4. What is your business about?
5. Do you have existing website for your business?
6. Do you need us to buy your domain?
7. Who will care for hosting the website?
8. What's your deadline for this project?
9. Could you give us a ballpark figure for your available budget for the website project?

## Client's expectations.

10. What's the purpose of this website?

11. What's your target audience, demographics?

12. Do you want to expand your target audience in a specific direction?

13. Someone's searching the web for you/your business. What words or phrases will they search for in Google?

14. What is it that makes you/your business unique?

## Design.

15. Does your company have a logo/established image & branding guidelines (e.g. fonts, color schemes, etc.)?

16. Do you have print materials and media (such as business cards or brochures) that we need to match?

17. Are there any colors you had in mind to incorporate into the site?

18. Describe the site's desired look and feel by using adjectives and short phrases:

19. Name a few sites that appeal to you, either competitors or sites unrelated to your industry that you feel may be relevant to the design of your site. Please comment on what you like/dislike about the design and features of these sites.

## Content.

20. What pages/sections do you want to be part of your website? e.g. Home, About Us, Contact Us, etc.

21. What special features do you want to be part of your website? e.g. Testimonials, Quotes, Google Map, Image gallery, etc.

22. Who will be providing all necessary resources like photos, artwork, text content, etc.?

23. Any additional comments are welcomed: