

Website Redesign Questionnaire

ABOUT YOUR ORGANIZATION

In a few sentences, please describe your organization.

What are some adjectives you would use to describe your organization? (i.e. modern, traditional, forward-thinking)

Who is your audience? (i.e. age, industry, gender)

How are you different from your competitors?

What are your long-term goals and reasons for engaging in a redesign?

ABOUT YOUR BRAND

Do you have any existing brand guidelines? (i.e. colors, fonts, imagery) If so, please submit them along with your responses to this questionnaire.

If you don’t have existing brand guidelines…

… do you have any color preferences?

… how would you like the typography to appear? (i.e. classical, modern, serif, sans-serif)

… should photography be used? If so, what kind of photography? (i.e. stock, custom)

ABOUT YOUR NEW WEBSITE

What is the primary goal of the website? Are there secondary and/or tertiary goals? If so, what are they?

What feeling or message do you want the site to convey?

Are there websites with designs or functionality you like that you would like us to look at? What about them appeals to you?

Are there any specific features that you want your website to have? (i.e. contact forms, interactive maps, directories)

What is the most important content to feature on the homepage?

Where should the homepage lead visitors? What parts of the website are the most important for users to visit?

ABOUT YOUR CURRENT WEBSITE

What ISN’T the current website doing successfully?

What IS it is doing successfully?

What specific features does the current site have that we should be sure to include in the new website?

What specific features does the current site NOT have that we should be sure to include in the new website?

Are there any other challenges with the current website we should aim to fix with the new website?