



Cara Mooney Designs

Questionnaire

Your answers below will help me start preparing a quote, and to get a starting idea of what you have in mind. Please let me know if you have any questions.

Contact Information:

Full Name	Date
Company Name/Organization	Telephone
Street Address	Cellphone
City, State, Zip	Email
Website (if applicable)	

1. What kind of project(s) do you have in mind?

- Website Design & Development
- Website Design Only Site
- Website Redesign
- Development Only
- Custom WordPress Theme
- Print Material Design (i.e. business card, advertisements, ect.)
- Logo, Branding
- Site Maintenance
- Other: _____

2. Are you the decision-maker for this project?

- Yes
- No, _____

3. Do you have a deadline?

- Yes, _____
- No

4. What kind of timeframe you are looking for?

5. What should the function of your website be? (Check all that apply)

Brochure - Presents company information with content that rarely changes; static pages, not usually very interactive

Informational - Presents company information and regularly publishes new content, such as blog posts, or press releases

Entertainment - Promotes a product, such as an album or movie, and often incorporates music and/or animation

E-Commerce - Sells products or services

Other: _____

6. Tell me about your company.

What kind of company is it? What kind of products/services do you provide?

7. What is your ideal customer?

8. Who are your primary competitors?

9. Is there an existing color scheme or branding effort to follow?

10. How should the site be perceived? (Check all that apply)

Modern

Innovative

Spare and minimalistic

Sophisticated

Professional

Casual, fun

Childish, young

Rich and bold

Calm, meditative

Grunge

Vintage

Other: _____

11. Do you have a structure ready (list of pages and description of content for each page) ?

Yes, I have a site structure outlined.

Not yet, but I will get one ready.

No, I need some help preparing one.

Other: _____

12. What are some of your desired search engine keywords? *(Separate with comas)*

13. Do you have any of the following resources for the project?

Logo

Print Materials (eg. business cards, brochures, or print ads)

Branding Specifications

Photos

Videos

Domain Name

Hosting

Other: _____

14. List some websites that you think exemplify what you are seeking with details of what you like.

15. Describe what you have in mind.

16. What is your project budget?

(This range will give me an idea of how many features can be included.)

Less than \$500

\$500-\$1000

\$1000-\$2000

\$3000-\$4000

\$5000 +

Not sure yet

17. Is your company a 501(c)(3) non-profit?

Yes

No

18. How will you judge a successful project?

19. Is there anything else? Let me know.