

# SNOW WOLF DESIGN QUESTIONNAIRE

Contact: [dora@snowwolfdesign.com](mailto:dora@snowwolfdesign.com)

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## 1. Working together

Whether we are building a brand new website or redesigning an existing one, the quality and swiftness of the production relies greatly on the client's level of involvement. You know your business, product, service, organization, and clients – we know which kind of design works best for web visitors, and provide valid code in order that your website will function properly. Together we can build your site so that it is functional, user friendly, and engaging.

## 2. Getting Started

The following questions are designed to get you thinking in big picture terms. The more information that you can supply us with in this worksheet, the more informed and useful our response will be to you. Don't worry if you are not sure of all the details -- we will be happy to work with you to hone in on what functionality will best suit your needs!

1. What expectations do you have for the new or redesigned website?  
What would you like to be accomplished?
2. Describe in one sentence what you want your website to say to visitors.
3. What are the main things your customer will come looking for (name 5).
4. Please briefly describe your business, organization, product line, and or service.

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5. What is it about you and/or your products/services that sets you apart from others providing similar expertise?

6. What problems do you or your company solve?

7. Why do you believe site visitors should choose you rather than the competition?

8. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

9. Please describe your prospects. Pay special attention to their income, interests, gender, age, even type of computer they use, connecting to the Internet via smart phone or other mobile device. If your website is a business-to-business site, what sort of companies are you hoping to attract?

10. What is your budget for this project?

11. Who are the decision makers on this project? What is the turnaround time for making a decision?

12. What staff will be involved? What are their roles?

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13. What is your deadline for completing the site?

14. Please list the names of five other sites that you like. (Particularly ecommerce sites) Why are they attractive to you?

15. Have you researched your online competition so you have an idea of what you do and don't want on your site?

16. What do you NOT want on your site in terms of text, content, etc.?

17. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

18. Do you have a logo? Do you have specific company colors?

19. Are you planning do online sales? If so, what is the product or service, and how many items do you want to sell online?

20. Will exact images of all products be used or will some be "representative" of the products?

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21. How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?

22. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

23. Other than what search engines will produce, what methods do you have in mind to spread the word about your website?

24. Please list any social media tools you are currently using, i.e., Facebook Business Page, Twitter, YouTube, blogging, etc.

25. Do you need assistance in setting up any social media tools and/or social media design?

26. Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?

26. How do you plan to encourage repeat visitors and referrals?

27. Have you previously worked with a graphic and/or web designer ?  
If so, what worked well for you and what did not work well?

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### 3. Desired Pages and Functions

- Home
- About Us
- Products and/or Services Offered
- Contact Form
- Blog
- Frequently Asked Questions (FAQS)
- Map and Directions
- Mission Statement
- News
- Order Forms
- E-commerce/shopping cart
- Site Map
- Tips/Helpful Resources
- Video/Audio
- Slideshow
- Tab panel (mini site on a page)
  
- Other (title and description)

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Ecommerce:

- Number of unique items
- Number of representative items (if any)
- Will customers have the option place orders by phone for an item on the site?
- What shipping methods will you offer?
- Shipping outside the US?
- Gift wrapping?
- Gift certificates?
- Bulk pricing?
- Coupons?
- Mobile access?
- Facebook and other social media integration?
  
- Other

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## 4. Payment Schedule

Fifty percent of total is due when contract is signed by the client. The contract goes into effect when both client and designer have signed.

## Working Together With Snow Wolf Design

Successfully building a website is a team effort. You know your business and your clients, while we offer the latest design features that will work best for web visitors. Together we can modify your site so that it is functional, user friendly, and engaging.

The successful and timely completion of the project is dependent upon the receiving the content we need from you and responses to any inquiries we may have.

An important note:

Occasionally, web designers run across clients who, while originally were very motivated and active participants in the website-building process, stop contributing in a timely manner. After fourteen days of inactivity (unless preapproved by us in writing), the project will be closed and we apply any initial payments as a kill fee.