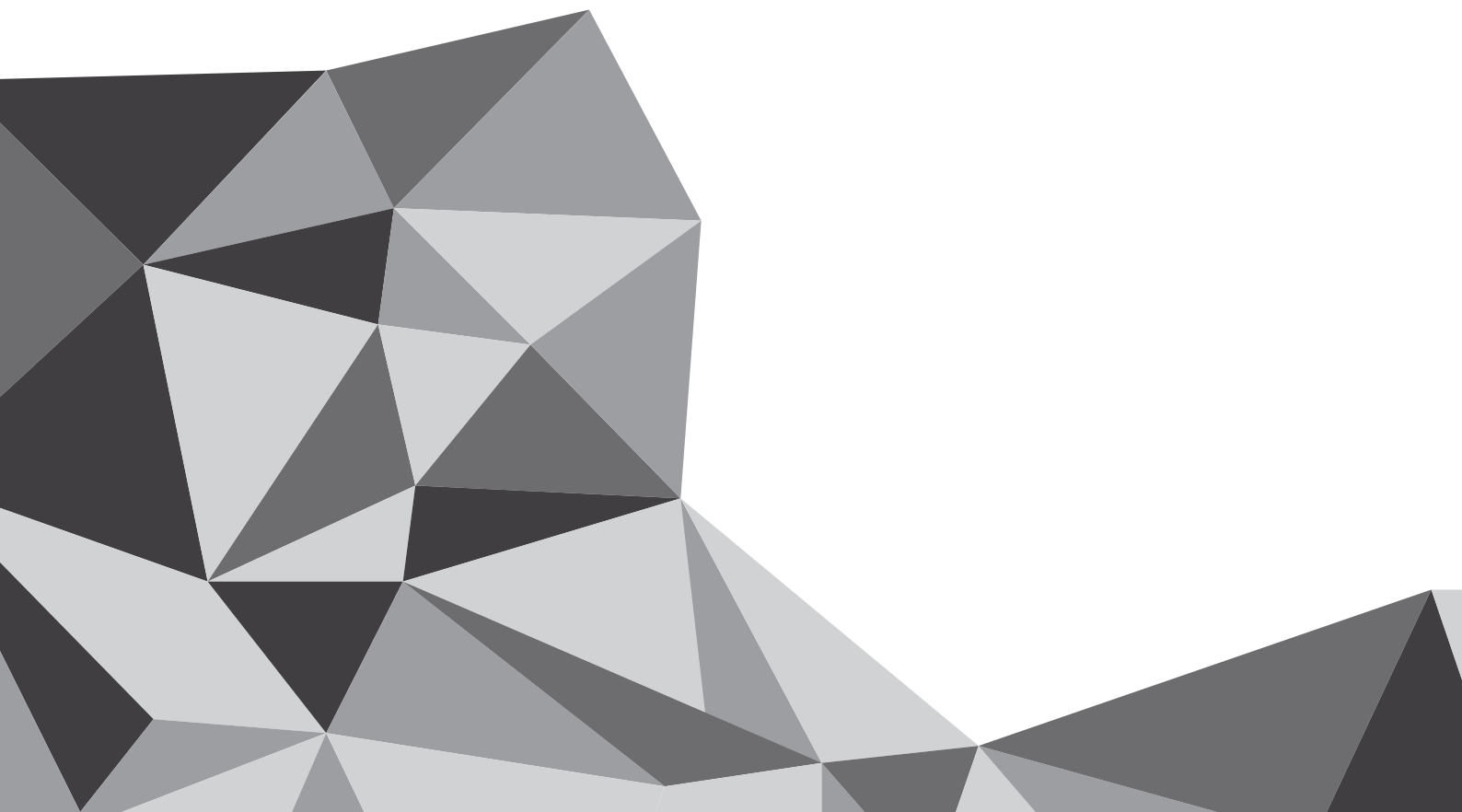


Galvanize Design

Website Questionnaire

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galvanize[®]

This questionnaire is the first step in developing your website with Gabriella Holder (trading as Galvanize Design).

It helps me gather essential details for your quote and guide the design and development process. Please provide accurate, thoughtful, and detailed responses to each question.

Your input will offer valuable insights into your business, your customers, and your personal preferences, helping me to better understand your vision. Most importantly, it will assist me in defining the key goals for your new website.

To complete this form, you'll need Adobe Acrobat 5 or later. Download the latest version here: <http://get.adobe.com/reader>

What is the purpose of developing this website?

Is this your first version, or are you looking to redesign an existing site? If you are pursuing a redesign, please describe the aspects you dislike and want to improve. What practical goals do you want your website to accomplish?

Please list the outcomes you hope to achieve by developing and launching this website.

This could include boosting sales, enhancing brand recognition, driving more visitors to your site, or expanding your customer base, among others.

Please provide details about your company.

Include the full name, the correct spelling, any abbreviations, and the common name you would like me to use throughout the site.

Does your company have a defined mission or specific goals?

If you have a slogan or tagline, please include those as well.

Please describe your industry and business focus.

Outline the key elements of your marketing message, your competitive advantages, and any other important information you'd like potential customers to know about you from the outset.

Who are your customers?

Please describe your target audience, including details such as age, gender, social status, and income level, if possible.

Please list 3-5 websites you admire, preferably within your industry.

Share what you like about these sites and mention any potential drawbacks, if applicable.

Please list several websites you dislike.

Provide details about the features and qualities you find disadvantageous, along with any reasons for your preferences.

Please share your vision for the colour scheme for your new website.

If you have any corporate identity elements, such as a logo, brand guidelines, or printed materials that you think could be helpful in the design process, please mention them and send these materials to me.

Describe the mood and associations you want your new design to reflect.

Select the options that best match your vision, or share your thoughts in the space provided below.

- Strict corporate look
- Design based on bright, loud colour solutions
- One-colour design with several bright colour variations
- Minimalist, functionality-driven design
- Design with lots of big appealing illustrations
- Calm, strict design with black and white photos

Please list the sections your new site is supposed to have.

Check the fields which correspond to your vision, or use the text field to give a free description.

- About us
- Services
- Products
- Online Store
- Prices
- FAQ
- Blog
- Contact information, location, feedback form

Extra information

Please feel free to add any extra information below

If possible, please indicate the expected budget of this project.

- £500
- £500 - £1,000
- £1,000 - £2,500
- £2,500 - £5,000
- £5,000 - £10,000

**Please save this document and email it to me:
gaby@galvanizedesign.co.uk**

If you have any additional materials to send, please attach these to your email. I will get back to you with further information as soon as possible.

Thank YOU!

Thank you for taking the time to complete this web questionnaire! I really do appreciate your input. If you have any questions, feel free to reach out.

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