

1. Briefly describe what your organisation does?

2. Briefly describe what is your target audience?

- e.g businesses, individuals
- age, sex, marital status etc.
- Favourite platform e.g. mobile, desktop

3. What image/tone do you want to portray to people visiting your site?

- e.g. confidence, authority, care, empathy
- What is the one thing a person visiting the site should know about your organization.

4. What is the core objective of the website?

- what problems does the audience have that your organization solves?
- When does the audience usually visit your website?
 - for each of the answers above what does the audience looking for when they visit the site.
- how do you want the design to help you accomplish the core objective?

5. Do you have a payoff line or slogan?

6. What information must always be visible?

- phone numbers & main contact email etc.

7. What do you like about your current site?

8. What do you dislike about your current site?

9. What ideas do you have for the style/theme of your website design?

10. Do you have any other materials that the site needs to match with in some way? - -
e.g. brochures, press materials, etc.

11. Please list at least 5 websites that you like?

- What do you like about each of these?
- What do you dislike about each of these?

12. What would you not like to see on your website?

- e.g. big sliders, mega menus,

13. What adjectives would you use to describe the design style you want?

- e.g clean, minimalistic, approachable, authoritative, corporate

14. What colours do you want to use on the website?

- main color & accent color.
- what colours do you not want to see

15. Media (Photos ,Videos & artwork etc).

- Do you have any specific photos you intend to use?

16. Do you have any brand guideline documentation?

17. Are there any accessibility standards we're supposed to meet?