Why a Design Questionnaire?

We at Newveau are dedicated to providing personalized graphic solutions that reflect our clients' wishes. Therefore, we want to know what you hope to obtain from your website. You probably have an idea of what is the right direction for us to take with your design project.

The questions we ask are geared specifically toward developing the concept of the visual presentation of your site. Responses should only pertain to the website design and style and not to page or site content, unless it is referring to the way certain content is formatted or to be displayed. Statements such as "very informative" and "great articulation" will not be of assistance for these questions.

We know how valuable your time is, so we have tried to keep the questions as direct as possible. However, we still would like to encourage you to take your time as you work your way through the questionnaire. It is important to us to try to understand what you desire as closely as possible. We recommend that you take a look over this questionnaire and spend some time during your day to think about the questions. Then take 30 minutes to an hour to try to convey your thoughts as clearly as you can.

Client Name:

Do you have an existing website? If so, what is the URL?

If your site disappeared for a week, what would your users miss the most?

Are there any concepts or ideas that need to be kept in mind when working on

About You

Describe what the site will represent:
Your Company, Your-self, Your Clients, Family

Write the website title as you would like it to be displayed on your site:
Website Name, Company Name, "Company Name, Inc.", Initials

Is there any other information which will need to be displayed in the site design?
* Optional fields may be used to fill extra space also known as “negative areas”

Optional	Required		
☐	☐	Catch Phrase	
☐	☐	Tagline	
☐	☐	Slogan	
☐	☐	Address	
☐	☐	Phone Number	
☐	☐	Email Address	
☐	☐	Store Hours	
☐	☐	Company Partner Logos	
☐	☐	Logos of Brands You Retail	
☐	☐	Other	

What key points would you like to convey to your visitors?
The professionalism of the company. Strong service portfolio. Key skills

Navigation

Would you like to have subtle animations in your site’s navigation that are performed based on user interactions?

Yes ☐ No ☐

Select the most important locations for your site’s navigational section:

Top ☐ Left ☐ Right ☐ Bottom ☐

List the words/titles for the pages your navigation links will need to point to:
Home, About, Services, Testimonials, Contact

Style & Theme

Describe what themes you would like your site design to be based on:
Strong colors, clean layout, clear navigation, lots of colorful images, animation

Describe the type of style you are looking to obtain:

☐ Academic	☐ Friendly
☐ Adolescent	☐ Fun
☐ Artsy / Artistic	☐ Funky
☐ Baroque	☐ Grunge
☐ Bohemian	☐ High-Tech
☐ Classical	☐ Luxurious
☐ Conservative	☐ Minimalistic
☐ Conservative Modern	☐ Modern,
☐ Corporate	☐ Muted
☐ Eclectic / Kitsch	☐ Natural / Organic
☐ Elegant,	☐ Pop Culture
☐ Ethnic	☐ Punk
☐ Family Oriented	☐ Romantic
☐ Feminine	☐ Sensual
☐ Festive	☐ Simplistic
☐ Flashy / Loud	☐ Spiritual
☐ For Children	☐ Technical

Please specify any other/additional types, comments, or clarifications for styles:

Are there particular visual approaches that should be used?
Flatness, smoothness, sheerness unornamental plainness, glossy, metalic, reflective, sheen

Do you have specific colors that you are looking to use in your theme?
* Lists of desired colors are more helpful than lists of only colors you prefer not to use. A combination of both can be helpful.
Warm colors, cools, bright, pastels, dark, neons, light grays, lighter blues, charcoal, white

Can you provide some examples of these colors?
** As there are many variants of color ranges*
Like the blue used for the background of http://www.msn.com

Describe the nature of likely content on the site:
A large amount of text and images on each page. Very long pages. Different page layouts for different sections of the site

Sample Sites

If possible list a few of your competitor's websites:

directdoorhardware.com, cabin26.com, homesteadhardware.com

What makes you different from them?

Name five or more websites that have general design styles that closely represent how you would like to see your site look.

* Please make notes as to what things you like about the site as well as things that you dislike.

http://www.sonypictures.com/movies/hancock/site/ - I like the high-tech feel. We are looking for that glossy sheen effect

Graphics and Images

Do you have a logo, graphics, or any other materials that can be provided?

Yes ☐ No ☐

If you do not have a logo, would you desire to have one designed?

Yes ☐ No ☐

Are there particular images you would like or require to have used on your site?

Yes ☐ No ☐

*Provide any print, digital or previously developed materials such as logos and photography which will be required in the design process

Do you have a technical IT background? ☐ Yes ☐ No

What is your level of understanding of the web?

Clear Form | Submit Form