

Freelance Client Questionnaire

General Questions

- What excites you about this project?
- Tell me briefly about your company
- What makes your product better than those of competitors?
- Describe your goal for this project in less than 10 seconds?
- What products and services are required to achieve these goals?
- What is the fewest number of steps required to achieve these goals?
- What are your primary online business objectives with the site redesign?
- What are your secondary objectives? (Increase sales, reduce customer service calls, etc)
- How will you measure the success of the solution?

Target Audience

- Describe your typical customer
- What emotions do customers feel when using your product?
- How does your typical customer interact with the website?
- What is your target market?
- How will people find out about your company?

- How do you plan to get repeat visitors?
- What is the primary “action” the user should take when coming to your site?
(purchase, become a member, search for information, etc.)
- Use a few adjectives to describe how the user should perceive the new site.
(Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?

Project Features

- Do you feel your current site promotes a favorable user experience? Why?
Why not?
- What specific areas of your current site do you feel are successful? Why are they successful?
- What shortcomings exist with the current site?
- Have you conducted usability tests on your current site? If so, how long ago?
- How important is it to maintain your current look and feel, logo, and branding?
- List any URLs of sites you find compelling. What specifically do you like about these sites?
- What is your target platform and browser (if you know)?

- Will you have database functionality (dynamic content generation, search capabilities, personalization/log-in, etc.)? Do you already have a database in place?
- Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online?
- Will you require other specific programming needs (personalization, search capability)?

Administrative Details

- What is your budget for this project?
- Who are the decision makers for this project and what is the turnaround time?
- What staff will be involved and what are their roles?
- What is your deadline?
- Can this project be divided into phases in order to accommodate budget and timing constraints?
- Who is in charge of the content and how much time will be dedicated to it?
- Will this site use existing content from the current site?