

New Client Questionnaire

These questions help new clients and myself deliver the best end results. Feel free to be thorough yet concise.

1. What is the nature of your business specifically?
2. What do you want your business to accomplish?
3. How will you measure business performance?
4. What do you want your website to offer visitors? For instance, will it simply be informative or will there be very specific functionality unique to your business?
5. Do you have a brand/identity? This is more than a logo (It's more like what are you known for when people say your business name)
6. Tell me about the vision you have for your business and your website and how you see them working together.
7. Are you expecting your business to evolve? Many companies start small with a base of services but look to expand eventually into much more. Is this true with your vision and if so, what is your plan, vision, and order for the roll out of those services.

We will no doubt talk a whole lot more about this stuff but this helps me have a clear starting direction for your project.

I typically take a week on brainstorming, sketching, modeling, establishing comparable brands, and competition then refining the logo/brand. Once the logo is complete, I move to either developing a mood board or a sample web page. At this stage it's just for viewing. There's no clicking or interacting with the site. Once we have established the look and feel of the site, I begin to finalize the site and its functionality.

Building a website alone takes very little time. I've completed one in a couple days from start to finish. That was for a business with an established brand and already created logo so my part was to come up with a mood board then I built the site pretty easily as it was as straight forward as you can get. But this process of starting from scratch and developing from ground up takes more time, so expect a couple months to do it right.

My clients pay half/or a portion of the project costs in the beginning and the remaining balance at the end when it is complete and ready to go live. If you have any questions, please free to ask anytime.