



## Questionnaire & Project Document

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Please try to answer the questions below as accurately as possible.

The information is important in providing us with direction and insight into your project goals.

Your responses will assist us in developing samples, estimates, and timeframes.

Thank you for taking the time to complete this questionnaire. We look forward to working with you

## **What is the goal for developing your site or company image?**

Is this a new project, or are you looking to redesign your existing site or company image? If you want your site or image to undergo a redesign, describe the things you don't like and wish to see corrected. What are the practical goals you want to achieve?

## **List any results you would like to reach when the goal is met.**

This could be gaining a marketing presence, increasing brand recognition, boosting your sales, driving more visitors to your web- site, increasing customer base, creating a new identity (look and feel), add SEO, etc.

## **Tell us about the project and who it is for (company, individual, etc.).**

Give us the full name, its correct spelling, possible abbreviations, the common name to be used throughout the project, etc.

### **Who is your target audience?**

Describe whom (the demographics) your site or branding is intended to reach. For example, their age range, sex, social status, possible interests, income, etc.

### **List some sites and/or branding you like.**

This will help us determine your "style" preferences. Try to describe what you like about the design and elements that you would specifically like to use in your project.

### **List some sites and/or branding you do NOT like.**

This will assist us in avoiding particular styles that may or may not be currently trendy. Also, each individual has different tastes, so this will help us to ensure we do not go in an undesirable direction. Try to be as detailed as possible as to why you do not like a particular site or branding representation.

**Please provide an idea of colors or color schemes you would like.**

This could be from an existing brand (i.e. your logo, letterhead, etc.) or you can provide references to other brands or web sites. We will work with these color choices to aid in the design process. If you have any images, etc. please provide them when you submit this document.

**Please give us an idea of the type of look you are trying to accomplish with your project.**

Choose the option or options that closely match your objective "feel". Please add any additional comments in the box below.

Corporate look  
Lots of images  
Bright Colors  
Single color family with contrasting highlights  
Black and white  
Functionality-driven design

Curves and soft edges  
Hard/Chiseled edges  
Based around a specific image/illustration  
Font heavy (focus on font as main aspect)  
Animation (for web site design)  
Appearance of movement (image design)

**If we are designing a web site for you, please list the pages you wish to have.**

Choose the pages that you feel you would like to have initially (more can be added). If the option is not available, please add your page(s) to the box below. Also, please use this box to describe and details related to your pages selection(s).

About Us

Contact Us (form driven Yes No )

Shopping Cart - E-commerce

Online Catalog (Pricing Yes No )

Services

FAQ

Blog

Links to Facebook, Twitter, etc.

Security for external users (login form, etc.)

Sub Domain(s)

**Please give us an idea of your expected budget for this project.**

This is to help us gauge a budget range. Your project may be less or more depending on the scope.

<\$1,000

\$1,000 - \$1,500

\$1,500 - \$2,500

\$2,500 - \$4,500

\$4,500 - \$7,500

\$7,500 - \$10,000

\$10,000+

**Please save and complete this form and e-mail it to:  
info@AhLowHah.com**

If you have any other materials to submit, please e-mail with this completed form.