

# Client interview: Web design project

Hi there! I'm so excited to get started working with you. To keep this project on track and accomplish all our goals, please help me get to know you, your business, and the project more thoroughly.

## YOUR WORK

1. Describe your business. What's your elevator pitch?

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2. What are your key values?

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3. What does your future look like?

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4. Who are your main competitors?

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5. What makes you different from your competitors?

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## YOUR GOALS

1. What are your top 3 goals for this project? Describe your business. What's your elevator pitch?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. What will define this project as successful?

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3. How can we avoid failure?

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4. Do you have any least favorite websites?

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## YOUR AUDIENCE

1. Who is your target audience?

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2. Is this your current audience? If not, how can we bridge the gap?

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3. What information does your audience need to know from your website?

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## YOUR WEBSITE

1. Do you currently have a website? If so, please provide the URL.

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2. What are 3 things your site does well?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. What are 3 things you would like to change about your site?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. Is there anything in particular you want on your site?

<input type="checkbox"/> menu	<input type="checkbox"/> separate mobile/responsive site	<input type="checkbox"/> book an appointment
<input type="checkbox"/> blog	<input type="checkbox"/> video integration	<input type="checkbox"/> website chat
<input type="checkbox"/> social media integration	<input type="checkbox"/> contact form	<input type="checkbox"/> other: _____
<input type="checkbox"/> photo galleries	<input type="checkbox"/> open hours	_____

5. What's your deadline and budget? How flexible are they?

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## THANK YOU

All this great information helps set achievable goals and clearly outline just what you're looking for in a website. Can't wait to get started!