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?

2. What are your key values?

3. What does your future look like?

4. Who are your main competitors?

5. What makes you different from your competitors?
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?
   _____________________________
   _____________________________
   _____________________________

3. How can we avoid failure?
   _____________________________
   _____________________________
   _____________________________

4. Do you have any least favorite websites?
   _____________________________
   _____________________________
   _____________________________

YOUR AUDIENCE

1. Who is your target audience?
   _____________________________
   _____________________________
   _____________________________

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

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

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

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?
   - menu
   - blog
   - social media integration
   - photo galleries
   - separate mobile/responsive site
   - video integration
   - contact form
   - open hours
   - book an appointment
   - website chat
   - other: __________

5. What’s your deadline and budget? How flexible are they?
$ _____________  ____ / ____ / ____

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!