

Web Design Test Drive Preplanning Questions Data Sheet.

1. Do you have a color scheme?
2. What mood/emotion do you want your visitors to feel?
3. What is the goal of your site?
4. What are you selling?
5. What is the message of your site?
6. Do you have images optimized for the internet?
7. Do you have your content prepared, and what type?
8. Where is your target market?
9. Who is your consumer? Where do they live, their age,
10. What platform do you need? CMS. Ecommerce, Static brochure website.
11. Will you need a domain name and hosting?
12. What do you offer that is different than your competition?
13. Why should someone visit your website?
14. How do you want people to contact you? VIA multiple methods, email, phone...
15. How often do you expect to update your content
16. Do you need help answering the questions?