Website Design Survey

Completing this survey will help Lynn Media Group understand the essentials of your business and its market space. It is important to discuss the website's content structure and design goals, as well as its intended feature set. Once we have obtained this information, Lynn Media Group can create a cost estimate.

Background

Primary Objectives

What are the primary objectives of this website? Please start with the topmost important objective. Ranking these objectives helps prioritize design choices Lynn Media Group will make.

<<Please insert here>>

Target Audience(s)

Understanding the website's primary and secondary target audiences is critical when designing a website. Please list the website's primary and secondary audiences below.

<<Please insert here>>

Main Competitors

Please list the primary competitors in your market space. It is essential to know how best to distinguish your website and brand amongst a field of competitors.

<<Please insert here>>

Content Structure

Navigation Hierarchy

Lynn Media Group will create a website diagram prior to beginning design work. To help start the sitemap development process, please list what you believe to be the primary navigation of the website.

<<Please insert here>>

Additional Header Elements

Are there other header elements that should have a priority position within the masthead and appear on all web pages? Examples might include: a special promotion or shopping cart.

<<Please insert here>>

Visual Design Goals

First Impression Keywords

What primary first impressions would you like a person or business to receive upon viewing the home page in 8 seconds or less? Some examples might be "trustworthy" or "innovative."

<<Please insert here>>

Overall "Tone"

The tone involves the "feel" of a website as a user browses through it and includes the combination of layout, color, typography and written words. Examples might include: "friendly" or "minimal."

<<Please insert here>>

Layout Type

Have you already envisioned a layout type? Examples include: three-columns, two columns or one column, changing imagery (or slide show) at the top of the home page or feature spot.

<<Please insert here>>

Websites You Like

Please provide several websites that you like and also explain why. For example: "I like how easy this website is to read" or "I like the color tones and imagery of this website."

<<Please insert here>>

Assets & Features

Do You Have

A logo and tagline	Yes | No
Corporate messaging	Yes | No
Corporate collateral (stationary, brochure)	Yes | No
Corporate images (stock photos)	Yes | No

Website Features

What is the intended feature set of the website? Please check all that apply.

___Blog	___Social media integration	___Photo gallery
___Comments	___Advertisements	___Video gallery
___Search	___Email list integration	___Shopping cart
___Database	___Customer/account login	___Discussion board

Additional Features

Please list all other website features below. Doing so provides great assistance in the design process.

<<Please insert here>>