



# WEB DESIGN WORKSHEET

When you've completed this Project Planner, please save the document as *{organization name}.doc* (replacing *{organization name}* with your name or the name of your organization), and email the document to [sales@pixelita.com](mailto:sales@pixelita.com).

PLEASE KEEP IN MIND THAT THE COMPLETION OF THIS FORM IS **NOT** A CONTRACT! This form will be used to help Pixelita Designs better understand your design needs. Should you desire to hire us for your project, a separate formal written contract will be prepared.

## ABOUT YOU

Your name:

Answer:

Contact telephone(s):

Answer:

Best time to call:

Answer:

Your email address:

Answer:

Do you prefer to be contacted by:

- Email  Telephone  
 Either one

## BACKGROUND INFORMATION

How did you hear about us? (check all that apply):

- WordPress Support Forum  
 WordPress Consultants at CodePoet.com  
 Other Forum  
 Xemion Design Directory  
 I was referred by a friend or colleague

I found you from a search engine

Other?

Answer:

Are you familiar with the concept of web standards?

Yes

No

Have you been through a website redesign effort before?

Yes

No

If you answered "Yes," how long ago?

Answer:

If you answered "Yes," what role did you play?

Answer:

Check the box(es) that best describes your organization:

Fortune 500 corporation

Nonprofit organization

Educational institution

Startup

Large business (over 100 employees)

Medium-size business (21-100 employees)

Small business (less than 20 employees)

An individual

## YOUR WEB SITE DOMAIN

Have you registered a domain name?

No

Yes (please specify it):

Answer:

**Note:** Although you are free to use any domain registrant you choose, we enthusiastically recommend GoDaddy (<http://www.godaddy.com>).

## WEB HOSTING

Will you need web hosting?

- No  Yes

If "Yes," do you have an idea what your hosting requirements will be?

- No  
 Yes. Please specify:

*At least*      GB bandwidth/transfer

*At least*      GB server space

If you already have web hosting, is it on an Apache (Unix/Linux) or Windows (IIS) server?

- Apache/Unix  Windows  
 Don't know

## YOUR WEBSITE

Is this a redesign of an existing site or a design for a brand new site?

- Design of a new site  
 Redesign of an existing site

If you answered "Redesign," when was the last time the site was redesigned?

*Answer:*

If an **existing web site** and you want a **makeover/site redesign**, please answer the following questions shaded in gray. Otherwise skip to the next section (Project Details).

How long has your web site been online?

*Answer:*

Do you currently use a content management system?

- No  Yes

If "Yes," please state which content management system you use:

- WordPress  Textpattern  
 CMS Made Simple  Drupal  
 Joomla!/Mambo  Expression Engine

Movable Type  Don't know

Other (please specify):

Answer:

Do you plan to retain the same CMS or migrate to a different CMS?

Keep same CMS

Migrate to another CMS (please specify):

Answer:

Does your site currently have a **forum/bulletin board**?

No  Yes

If "Yes," what forum software is it using?

vBulletin

Simple Machines Forum

Invision Board

PHPBB

BBPress

Other (please specify):

Answer:

Does your site currently have a **shopping cart/e-commerce module**?

No  Yes

If "Yes," what cart/e-commerce software is it using?

ZenCart

WooCommerce

Joomla! Extension

Custom e-Commerce Solution

Volusion (web-based)

Shopify (web-based)

Agora Cart

PayPal Gateway

Other (please specify):

Answer:

*New design clients start here; redesign/makeover clients keep going with the rest of this questionnaire.*

## Project Details

What are some of the problems you're trying to solve or issues you're trying to address with a site redesign? Or, if this is a new site, what is its purpose?

Answer:

What is the purpose of your web site (check all that apply)?

Sell product(s) (what kind of product(s)?):

Answer:

Sell services (what kind of services?)

Answer:

Informational (what kind of information?)

Answer:

Recreational/Personal (describe)

Answer:

Other (please describe):

Answer:

Who is your target audience?

Answer:

Are there any third-party integration issues we should know about (e.g., interfaces to a CRM, e-commerce, mapping solution, social site or other use of a third party API?)

Answer:

What are the estimated number of pages for your site?

Answer:

Would you prefer to complete this project in a single pass or split it up into phases (each requiring separate budgets)?

Answer:

## Your Competitors

List your three biggest competitors. List their web site URLs if you know them. It would also be helpful if you could comment on their web sites' strengths and weaknesses.

1. Web Address/URL

<https://>

Strengths, weaknesses, other comments

[Answer:](#)

2. Web Address/URL

<https://>

Strengths, weaknesses, other comments

[Answer:](#)

3. Web Address/URL

<https://>

Strengths, weaknesses, other comments

[Answer:](#)

What differentiates your site or idea from the competition?

[Answer:](#)

List the features you would like your web site to have (check all that apply):

Bulletin Board/Forum

Custom Form(s) (please specify how many if known):

[Answer:](#)

Shopping Cart

PayPal/Donation Link

Member Login/Member Area

Adult Content

User Uploads

Other (please specify):

[Answer:](#)

## LOGO/BRANDING

Do you have a logo you would like to use on your web site?

Yes

No

No, but I would like to have one designed.

If you would like Pixelita Designs to develop your logo and other business branding, we recommend that you also complete our Logo/Branding/Identity Worksheet. You can download it at <http://www.pixelita.com/contact>.

## SITE CONTENT

Do you have content already prepared for the web site?

Yes  No

Some (what percentage of your web content is complete?):

%

*NOTE: If you want us to incorporate your content into your web site for you, please provide it in Microsoft Word or PDF format.*

Do you need proofreading or copywriting services?

Copywriting  Proofreading

*NOTE: Pixelita Designs provides copywriting and proofreading services, billed separately from our design services. A quote for these services will be submitted once we have seen your content.*

Do you need SEO (search engine optimization) services?

Yes  No

*NOTE: Pixelita Designs performs basic SEO services. This means we create page layouts that are search-engine friendly without sacrificing accessibility for those using a text-based browser. We take care to craft page titles, file and page names so that they are search-engine friendly. Any SEO services beyond the basics that we provide will be outsourced to a third-party SEO specialist and billed directly to you.*

## DESIGN CONSIDERATIONS

In order for us to get some design direction, we ask that you look at web sites similar to yours. Visit your competitors' sites. Take note of what design elements and features from those sites that you like. Also note areas of your competitors' sites where you think there is room for improvement. This will help you to be critical of your own web site and what it should and should not contain. If there are other sites on the Internet that you like, submit them to us and tell us what it is about the site that appeals to you. The design? Layout? Typography? Color palette?

### Sites I Like

1. Web Address/URL

<https://>

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Why I Like the Site

Answer:

2. Web Address/URL

<https://>

Why I Like the Site

Answer:

3. Web Address/URL

<https://>

Why I Like the Site

Answer:

## Sites I Don't Like

It's just as important for us to get a feel for the kind of sites and designs you **don't like**. Please take a moment to highlight three web sites whose appearance, design, layout, color palette or other design element you do not like and why.

1. Web Address/URL

<https://>

Why I Don't Like the Site

Answer:

2. Web Address/URL

<https://>

Why I Don't Like the Site

Answer:

3. Web Address/URL

<https://>

Why I Don't Like the Site

Answer:

## BUDGET

Some people feel uncomfortable stating their budget upfront, fearing that the web design professional will naturally inflate his or her prices to meet the high end of the budget. But

just as you would tell your home remodeler what your budget is for a kitchen remodel, we need to know your budget, or at least a ball park. Perhaps your web design wish list exceeds your budget. We can then sit down with you and help you figure out how to best spend your web design dollars. It may be that the web site can be designed in stages, with new features added as your budget permits. If you are not comfortable stating a specific budget, we would appreciate at least a budget range.

Budget:

Answer: \$

Budget Range:

- Under \$1000
- \$1001-\$2500
- \$2501-\$5000
- \$5001-\$10,000
- Over \$10,000

**Thank you!** Remember to save this document as {organization name}.{docx} | .{pdf} (replacing {organization name} with your name or the name of your organization), and email the document to [sales@pixelita.com](mailto:sales@pixelita.com).