Freelance Client Questionnaire

General Questions

• What excites you about this project?
• Tell me briefly about your company
• What makes your product better than those of competitors?
• Describe your goal for this project in less than 10 seconds?
• What products and services are required to achieve these goals?
• What is the fewest number of steps required to achieve these goals?
• What are your primary online business objectives with the site redesign?
• What are your secondary objectives? (Increase sales, reduce customer service calls, etc)
• How will you measure the success of the solution?

Target Audience

• Describe your typical customer
• What emotions do customers feel when using your product?
• How does your typical customer interact with the website?
• What is your target market?
• How will people find out about your company?
• How do you plan to get repeat visitors?

• What is the primary “action” the user should take when coming to your site? (purchase, become a member, search for information, etc.)

• Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?

Project Features

• Do you feel your current site promotes a favorable user experience? Why? Why not?

• What specific areas of your current site do you feel are successful? Why are they successful?

• What shortcomings exist with the current site?

• Have you conducted usability tests on your current site? If so, how long ago?

• How important is it to maintain your current look and feel, logo, and branding?

• List any URLs of sites you find compelling. What specifically do you like about these sites?

• What is your target platform and browser (if you know)?
• Will you have database functionality (dynamic content generation, search capabilities, personalization/log-in, etc.)? Do you already have a database in place?

• Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online?

• Will you require other specific programming needs (personalization, search capability)?

Administrative Details

• What is your budget for this project?

• Who are the decision makers for this project and what is the turnaround time?

• What staff will be involved and what are their roles?

• What is your deadline?

• Can this project be divided into phases in order to accommodate budget and timing constraints?

• Who is in charge of the content and how much time will be dedicated to it?

• Will this site use existing content from the current site?