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## **Design Needs Assessment**

Client Name:  
Project Name:  
Contact:  
Address:

Phone:  
Fax:  
Email:  
Website:

## **Business Questions**

1. What is your business name (and/or organization/brand name)?
2. Nature of your business? What products and services do you offer?
3. Competitive advantages and unique selling proposition (why should people buy from you instead of your competitors?):
4. Competitive Strategy:
  - Price (offering a better price)
  - Quality (offering a better quality)
  - Differentiation (differentiating your product/service)
5. When was your company/brand established?
6. What challenges are you facing/anticipating?
7. What are typical prices for your product/service?

8. Top 3 competitors and what each is known for (strength, reputation, brand positioning):

1.

2.

3.

9. What is your target Market? Area?

10. Market Segments (can your market be split into segments based on size, industry, purchasing motivations, geography, etc)? VERY IMPORTANT.

11. Age of your target client/customer:

12. What other companies, brands, products are successfully selling to your target market, that are NOT competitors of yours ie., they sell something different than you do:

13. Position/title of target client/customer:

14. Household income of your target client/customer:

15. Average revenue/client/year:

16. Demographic information on your target market:

17. Geography/location for target market:

18. Who are your largest/most famous customers/clients?

## **Branding Questions**

1. What is the one thing you want your audience to remember or learn from your brand/website?

2. Top 3 frustrations with your current brand/website:

## **Website Questions**

1. What is the primary purpose/goal of the website?

2. Secondary objectives of the website? (eg. To get leads or for branding?)

3. What is the measure you will use to determine the success of your website?

4. What websites do you like from a design perspective (ignoring content)?

5. What websites do you like from a written content perspective (ignoring design)?

6. Name a website that has written content that you don't like:

7. How much revenue do you expect to come from the website each month?

8. Do you want to be able to update the website yourself?

9. How many pages do you expect the website to be?

10. Do you want us to do the writing for your website?

11. How do you want us to deal with photographs?

- We hire a professional to take photos for you
- We buy stock photos and bill you afterward
- We include stock photos in the price
- You will send us all of the photos needed

12. Do you expect to be on the front page of Google? Provide example keywords:

13. What are some possible "calls-to-action" for your website (eg. "call us," "download ebook," "free presentation," "request a brochure," "Get 50% off coupon," etc.):

14. What special offers do you have (eg. "No HST for the month of June," "2 for 1 special," etc.):