



CREATIVE SURVEY: WEBSITE DESIGN

Project Measurements

What is the purpose of your website?

What do you want people to do when going to your website?

What do you want people to think after seeing your website?

What would have to happen to consider the website design a success?

- More Sales
- New Customers
- More Customer Retention
- Positive Branding Perception
- Changed Brand Perception
- More Informed Leads
- More Qualified Leads
- Other:

(Describe if Other): _____



| Target Audience

Who is your target audience of your business?

Describe your target audience:

Gender:

male

female

both

Age range (no more than 7 years):

Income Level:

Where is your target audience located?

What level of education do they have?

What type of job or role would he/she have?

What would your target audience do for fun and why?

What type of restaurant would your target audience be likely to eat dinner at and why?

Where is your target audience most likely to buy their clothes and why?

If you could describe your perfect customer, please describe them here:

Who is NOT your customer?

| Brand Perception

What is the mission of your organization?

What descriptive words would you like your website viewers to associate with your brand?

If you could only describe your business with one word, what would it be?

What words do you NOT want associated with your brand?

What makes your business different from your competitors.

My customers are willing to pay more for _____ because we do _____ which our competitors do not do.

| Any Additional Thoughts or Insights About Your Company?