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## Design - Project Interview

Thank you for taking the time to fill out this brief survey. **Upon completion, please email this document as an attachment** to [Stephanie@CommonSenseSystem.com](mailto:Stephanie@CommonSenseSystem.com) You can expect a fully customized proposal based on your specifications within 72 business hours.

## Introduction

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Name and Title:

Company Name:

Phone Number:

Email Address:

Website Address:

Please give a brief description of your company.

## Website Information

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What is or will be the primary purpose of this website?

If you had to narrow it down, what would your target market or audience be?

What is the primary action you would like users to take on your website?  
(i.e. purchase a product, become a member, search for information, contact your company)

What would you change about your current website?

What do you feel your current website does well?

Why would you like a redesign?



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Please share your budget or range that you are looking to dedicate to this project. We will do our best to meet your expectations within the proposal.

## Design

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What are the present characteristics of your brand?

Do you currently have a logo? If so, please include it with your interview.

What is the ideal perception customers/users can have of your brand?

Do you have a specific design concept in mind? What characteristics does your ideal design possess? (the more adjectives, the better!)

Please provide at least 3-5 competitor websites. What do you like and/or dislike about each?



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## Development

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Who will be responsible for making changes and updates to the site following launch?

Are you interested in customized content management software so that non-technical staff can easily update the site?

What features would your ideal content management system include? Anything specific?  
(i.e. news, events, testimonials, article manager, photo gallery)

Will this project include any e-commerce components such as an online store?

Do you currently have a merchant account for processing credit cards online?

Do you have a need for any of the following?

- Mailing list, newsletter software -
- Blog -
- Forum / Discussion Boards -
- Registration component -
- Streaming audio / video -

Are you planning on any custom development or features not listed above? If so, please describe them.



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## Hosting

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Do you currently have a hosting package or dedicated server you are pleased with, or would you like to know more about our hosting services?

## Timeframe

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Is there a target launch date for this project?

Are there any outside considerations that could affect the development schedule?  
(i.e. Product launch, tradeshow, or event)

## Additional Notes / Comments

**Thanks! We are excited to hear from you.**