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**Website Design Questionnaire**

This questionnaire form will help me better understand your requirements when it comes to website look, feel and art direction. Please provide as many answers as possible.

**1. Purpose and Goals**

 - What is the primary purpose of your website?

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- What are your main goals for this website (e.g., increase sales, generate leads, provide information)?

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**2. Target Audience**

- Who is your target audience?

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- What demographics (age, gender, location, interests) are you targeting?

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**3. Brand Identity**

- Do you have existing branding guidelines or a brand style guide? (If you do, please provide source file in PDF or AI format)

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- Can you describe your brand's personality and tone (e.g., Professional and Corporate, Friendly and Approachable, Innovative and Modern, Playful and Quirk, Elegant and Sophisticated, Reliable and Dependable, Youthful and Energetic)?

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**4. Content**

- Do you have existing content (text, images, videos) for the website? (If you do, please provide folder with all the assets and text in Word or Pages format)

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- If you want to re-use existing text from your website, please share the URL

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- Will you need assistance with content creation or sourcing imagery?

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**5. Features and Functionality**

- What specific features or functionality do you require on the website (e.g., contact form, e-commerce functionality, blog)?

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- Are there any third-party integrations needed (e.g., social media feeds, payment gateways, booking and scheduling, subscription)?

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**6. Design Preferences**

- Do you have any design preferences or existing design elements you'd like to incorporate?

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- Are there any websites you admire or competitors' websites you'd like to reference for design inspiration?

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**7. Navigation and Structure**

- How would you like the website to be structured in terms of navigation and pages?

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- Do you have a sitemap or an idea of the pages you want on the website?

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**8. Visual Elements**

- What colors, fonts, and imagery do you prefer?

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- Do you have a logo that needs to be incorporated into the design? (If you do, please provide vector source file in AI, EPS or SVG format)

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**9. Visual Elements Preference**

- Would you prefer to use images or illustrations on your website?

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- If images, what tone and style do you envision for the imagery (e.g., realistic, abstract, minimalist)? Please provide reference example.

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- If illustrations, what style (e.g., hand-drawn, vector, flat design) and tone (e.g., playful, professional, sophisticated) do you prefer? Please provide reference example.

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**10. Existing Concepts or Wireframes**

- Do you have any existing wireframes, sketches, or conceptual ideas for the website? (If you do, please provide in any format you have)

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**11. Design output format**

- Please specify what design output format you prefer (Figma, Adobe XD, Sketch, Adobe PSD)

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**12. Please share additional details if any**

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**Once you complete the questionnaire, please message it via**

**Fiverr:** [**https://fiverr.com/hipinspire**](https://fiverr.com/hipinspire)