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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. What is your current or intended website address (URL)?**

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**2. What is your business industry and what do you specialize in? Please describe your business in a few sentences.**

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**3. The importance of first impression is paramount. How should visitors describe your new website?** (Examples: modern, user friendly, bold, corporate, fun, forward thinking, innovative, bright, calming, elegant, clean, minimal, etc.)

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**4. Who is your target audience?** (Examples: age, industry, gender, income, geographical area, etc.)

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**5. Will the existing website copy/text be used or you will provide me with the new one?**

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**6. Are there any particular websites that you like? Why?** Examples: page elements like headers, menus, sidebars, colors, typography, photos, etc.)

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**7. Please list your competitors' websites. What do you like and not like about their websites?**

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**8. Do you have a logo and/or style guide (brand book) and could you share it?**

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**9. Do you have requirements regarding colors and typography?** (Not applicable if you have a style guide)

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**10. Do you have wireframes or concepts of the page layouts designed and could you share?**

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**11. Please specify what design source files output format you prefer?** (Examples: PSD, Sketch, Figma, XD, etc.)

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

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Thank you for providing answers to the questions above. Please send the filled-out form to mb@hipinspire.com. I will get back to you within the next 24 hours. Business hours: 8am-4pm EST (2pm-10pm CET) Monday-Friday.