

Design guidelines

What are you aiming at?

Help us give direction to the website

The complete set of 118 Product Reaction Cards				
Accessible	Creative	Fast	Meaningful	Slow
Advanced	Customizable	Flexible	Motivating	Sophisticated
Annoying	Cutting edge	Fragile	Not Secure	Stable
Appealing	Dated	Fresh	Not Valuable	Sterile
Approachable	Desirable	Friendly	Novel	Stimulating
Attractive	Difficult	Frustrating	Old	Straight Forward
Boring	Disconnected	Fun	Optimistic	Stressful
Business-like	Disruptive	Gets in the way	Ordinary	Time-consuming
Busy	Distracting	Hard to Use	Organized	Time-Saving
Calm	Dull	Helpful	Overbearing	Too Technical
Clean	Easy to use	High quality	Overwhelming	Trustworthy
Clear	Effective	Impersonal	Patronizing	Unapproachable
Collaborative	Efficient	Impressive	Personal	Unattractive
Comfortable	Effortless	Incomprehensible	Poor quality	Uncontrollable
Compatible	Empowering	Inconsistent	Powerful	Unconventional
Compelling	Energetic	Ineffective	Predictable	Understandable
Complex	Engaging	Innovative	Professional	Undesirable
Comprehensive	Entertaining	Inspiring	Relevant	Unpredictable
Confident	Enthusiastic	Integrated	Reliable	Unrefined
Confusing	Essential	Intimidating	Responsive	Usable
Connected	Exceptional	Intuitive	Rigid	Useful
Consistent	Exciting	Inviting	Satisfying	Valuable
Controllable	Expected	Irrelevant	Secure	
Convenient	Familiar	Low Maintenance	Simplistic	

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Your company

1. What is your company name? Do you want to use the entire name on the site, logo, and graphics?
2. What separates your company from your competition and what do you expect will draw clients to the website?
3. What company properties do you want to emphasize on the website? Please prioritize.

Target audience

4. Who is your intended audience? Are they regional, industry specific, company size specific, etc.?

5. What's the age range of your target customer base?
6. Describe your ideal client and the specific attributes that we'll be targeting in the website.

Content

7. Do you intend to provide a call to action(fill out forms, call you, email you...)/gather data from the visitors?
8. What are your website expectations, main emphasis and primary goals - increased sales, increased leads, etc.? Please prioritize.

Do you have special features in mind like ECommerce shopping cart, BLOG, RSS, Forms with emails, EZine, Newsletter signup, autoresponders, advertising landing/call-to-action pages, etc.?

9. What keywords do you want to be found by in the search engines?

Assets

10. Do you already have a logo and other graphics to be used? If not, do you want to have one created?
11. Have you identified a tagline? That would be something like "Just do it", "Reach out and touch someone", etc. Here is some information on the subject
<http://advertising.about.com/od/copywriting/a/guesttagline.htm>.

12. Do you have existing business cards or other printed material we need to match?

Layout

13. Please provide a list of websites that you like and don't like. Why do you or do you not like these sites?
14. Please provide a list of competitors websites.
15. Do you have ideas of the colors to be used, and colors you don't like? Please provide example sites.
16. Do you have an intended website screen size - 1024x768, 800x600, or stretch to the entire width of the screen?
17. If the site isn't the entire width of the screen do you have a preference for left or center alignment?
18. Do you have a horizontal or left-side vertical preference for the main navigation?
19. Please provide the main pages you need in the website.
20. Have you created the copy text for any of your pages?

21. Are you leaning towards custom drawn artwork or photographs?

Logo design questions

1. Why do you want a new logo? (if they already have one) What do you want your new logo to accomplish?
2. This question helps to understand the problem.
3. Do you have a tag line? If so, would you like it stated along side your logo?
4. Do you have any specific imagery in mind for your logo?
5. Do you have any color preferences, or existing brand colors?
6. Do you have any colors that you do not wish to use?
7. What adjectives should best describe your logo?
8. What feeling or message do you want your logo to convey to those who view it?
9. How do you prefer your logo to be worded or written out?
10. How would you like the typography to appear?
Example: script, bold, light, hand drawn, custom lettering
11. Where will your logo be used?
Example: print, web...
12. Where will your logo primarily be used?
If the primary usage is for the web, typically horizontal logos work best.
13. What's your preferred deadline, time frame or exact date of completion?
14. Would you like any additional design services to be packaged with your new logo?
Example: business cards, envelopes, letterheads, etc.
15. What logos appeal to you and why?
Another question they can also ask with links and visual examples.