

Initial Consultation Interview Form

Name:

Date:

Phone Number(s):

Email:

Computer Setup

Platform:

Monitor Resolution:

Browser and Version:

Purpose/Goals

What are the primary goals for this web site?

Who is your target audience?

What will the visitor be able to learn or do there?

Domain Name and Hosting

Does a domain name need to be registered? If not, what domain name will be used?

Do hosting arrangements need to be made or will you need it set up?

Text Content

What content do you plan to include?

How much is already written?

Do you have a guess as to how many pages the site will include?

Graphic Content

Do you have a logo?

Describe any visual elements or styles which can or should be used (usually from existing marketing materials).

How many photographs or other graphics would you say are likely to be included on the site?

Design Style

Design Style/Tone..? (Conservative, progressive, friendly, formal, casual, serious, expert, humorous, service-oriented, professional...)

Message you want to convey?

Color preferences?

Any other design/style layout preferences?

Interactive/Special Functions

Feedback/contact form? Other scripting or database-driven features?

Budget

Can you give me a rough sense of your budget for the web site?

Other Considerations or Requirements: