

# QUESTIONNAIRE

Thank you for your interest in Novo Web Solutions' services! In order for us to best be able to assist you, we need to get a better idea of what you need in a website. The following points and questions serve as a good starting point for our discussions in this regard.

## 1. Background information

### Core details about your business/organisation

- Name
- Overview of your business/organisation  
(Relevant information may include your industry, products, services, vision and mission, etc.)
- Unique features of your business/organisation
- Target market
- Competitors (if applicable)

### Corporate identity or brand

- Logo or motifs
- Primary brand colours
- Any corporate style guide
- Slogans

## 2. Requirements for your website

- What **goals** should your new website accomplish?
- Who will be the **target market** of your new website?  
(This may or may not be the same as your business/organisation's general target market.)
- What **functionality** would your new website require to fulfil the goals you defined for it?
- What are your **long-term plans** for the website?
- Who will be responsible for **maintaining** the website?
- Any other general requirements

### Information architecture

- Please inventory the content you want to provide on the website; we will assist you in the process of grouping and structuring this content appropriately.

## 3. Administrative issues

- Who will be responsible for the project from your side? If more than one person, what will be the role of each individual?
- If feasible, by what date do you need the website 'live'?