



Design Questionnaire

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Purpose

The purpose of this document is to establish clear guidelines with respect to the design concept for your website. The results of this process will enable you to produce an accurate Design Brief.

How to use this document

The objective of the analysis process is highlight ten basic design criteria used to develop the graphic design concept or theme.

By approving these ten criteria, it implies that if the resulting graphic design meets these criteria, then the you agree that the graphic design also meets the design requirements.

This is a method of 'drawing a line in the sand' in terms of getting a satisfactory design. The consequences of not reaching this compromise will result in endless iterative changes to the graphic design, and never reaching a satisfactory agreement.

It is important to state likes and dislikes. This is achieved by using a score out of five:

- 5 Like a lot
- 4 Like
- 3 Indifferent
- 2 Dislike
- 1 Dislike a lot

You can either create your own graphic design using a suitable graphic design tool, such as Adobe Photoshop, or hire a Graphic Designer, or simply forward this design to BusinessWebFactory.com and request a design.

BusinessWebFactory will provide you with a design and integrate this into your chosen content management system for you.

Website Purpose

Identifying the purpose of the website will have a big influence on how it is designed and how it functions.

Information Orientated	Score
Lead Generation	
News	
Product or service information	
Promotional material	
Advice	
Educational	

Transaction Orientated	Score
Provision of a service	
E-commerce / online payment	
Ordering	
Quotations	
Communication	
Customer services	
Organisational / intranet & extranet	

Campaign Orientated	Score
Supporting marketing campaigns - your marketing hub	
Opening new markets	
Lead Generation	
Visibility	
Branding	
Credibility	

Achieving Its Purpose

Identifying the customer types and quality issues of the business will influence the structure, content and features. To help gather this information, please review the articles on [businesswebfactory.com](http://www.businesswebfactory.com):

http://www.businesswebfactory.com/your_marketing/marketing_analysis

Customer Types	Quality Issues	Score

Determine the Key Performance Indicators and how you plan to measure the improvement of your quality issues. To help gather this information, please review the articles on [businesswebfactory.com](http://www.businesswebfactory.com):

http://www.businesswebfactory.com/your_marketing/measuring_success

Quality Issue	Performance Indicator	Action Required	Score

Layout

Shape

The shape of the website can vary and corresponds to the sections that contain the content.

Website Area

Description	Score
Variable Width	
Fixed Width	
Fixed Height (Letterbox)	
Curved	

Examples:

The content area is highlighted with a red border.



Variable Width



Fixed Width



Fixed Height (Letterbox)



Curved

The shape of a website can affect how it looks when printing and how it looks on different size monitors with differing resolutions.

Fixed height websites can also be fixed or variable width.

Columns

The shape of the website can vary and corresponds to the sections that contain the content.

Number of Columns

Description	Score
One	
Two	
Three	
Four	
Five	

Examples:

The columns are highlighted with a red or blue border.



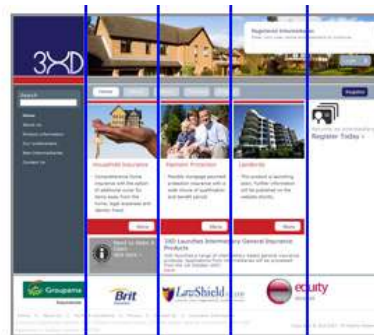
2 Columns



3 Columns



4 Columns



5 Columns

White Space

The amount of white space can change the feel of a website considerably.

Description	Score
Lots of white space	
Little white space	

Examples:



Lots of white space



Little white space

Menu

The menu is one of the most important navigation features of a website. A good menu can be the difference between a successful site and a useless website.

Menu Style

Description	Score
Horizontal (i.e. across the top of page)	
Vertical (i.e. left hand side of page)	
Dynamic (i.e. menu changes depending on page)	
Animated (i.e. menu item changes with mouse over)	
Tree (i.e. menu shows hierarchy)	
Expanding (i.e. menu expands on mouse over)	
Drop Down Box (i.e. normally used for field options)	
Breadcrumbs (i.e. see how you got to the current page)	
Search (i.e. search box on every page)	
Footer (i.e. text based menu)	

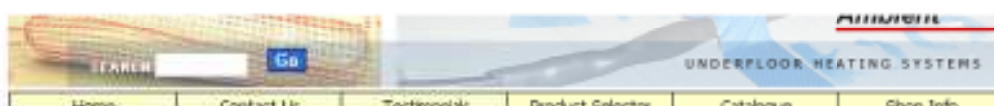
Examples:



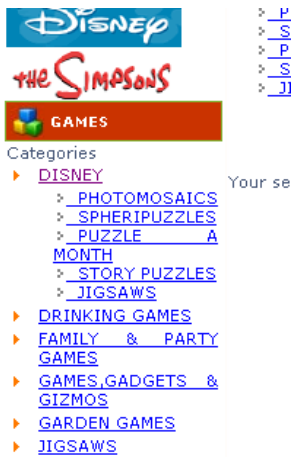
Horizontal Menu



Breadcrumbs Menu



Search



Tree Menu



Drop Down Box



Expanding Menu



Animated Menu



Vertical Menu

Header

The header is the first thing people see when they look at a website and so it must be a good representation of your business and brand.

Header Animation

Description	Score
 Moving	
 Still	
 Slideshow	

Header Content

Description	Score
 Logo	
 Contact	
 Search	
 Uniform throughout website	





Images

Images are potentially one of the most

Image Coherence

Description	Score
 Fixed dimensions throughout the site	
 Variable sizes depending on page	
 Thumbnails	

Image Type

Description	Score
 Strong	
 Weak	
 Lifestyle (Context)	
 Generic	
 Text Overlay (for use with services such as Google Translate)	

Look & Feel

The look and feel of the website is very much a subjective thing but knowing what feelings to create for the customer is very important.

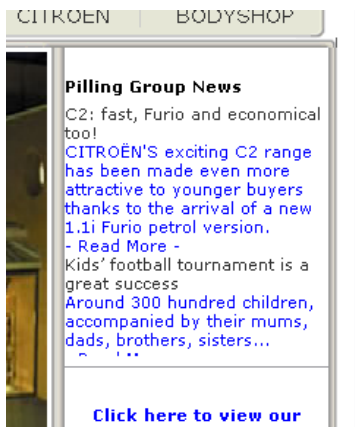
Presentation

Description	Score
Corporate	
Professional	
Friendly	
Fun	
Young	
Old	
Traditional	
Modern	

Features

Description	Score
Poll	
News	
Blogs (i.e. Articles with 'Read More...')	
Adverts	
Banners	
Animation	
Slideshow	

Examples:



Click here to view our News (Scrolling)



Poll



Adverts (Highlighted by red border)



Banners (Highlighted by red border)

Colours

Colours are an important design factor and can help attract the right type of customer and also improve brand recognition.

Style

The style of the colour can change a website entirely. It is important to clarify how the colours should be presented.

Description	Score
 Bold	
 Pastel (Weak)	
 Plain	
 Gradated	
 Patterned	
 Clashing	
 Complimentary	

Examples:



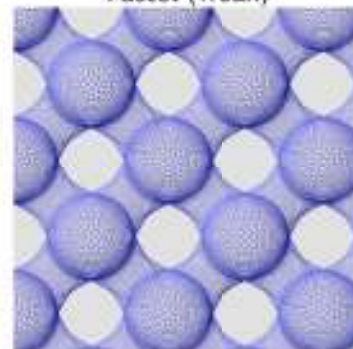
Bold



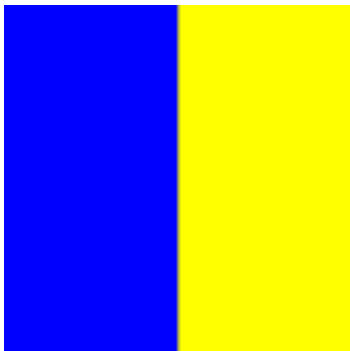
Gradated



Pastel (Weak)

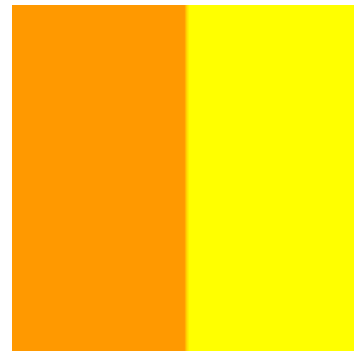


Patterned



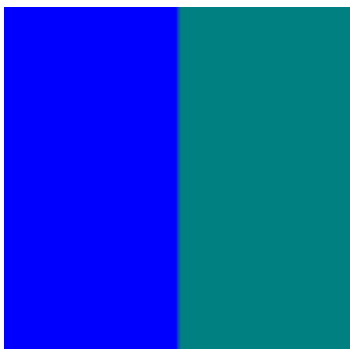
Clashing

Clashing or contrasting colours are directly opposite each other on the colour wheel. Despite the name, colours that clash are not always a bad combination if used carefully. They provide great contrast and high visibility.



Complimentary

Complementary colours are separated by another colour on the colour wheel. Complementary colours printed side by side can cause visual vibration making them a less than desirable combination. However, separate them on the page with other colours and they can work together.

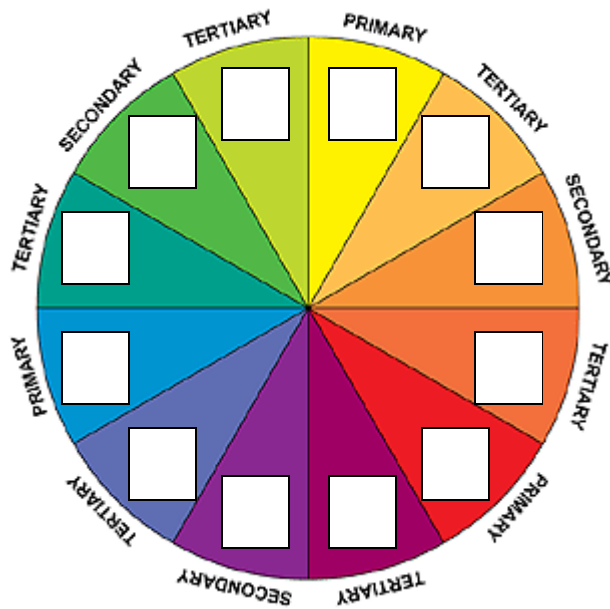


Harmonising

Adjacent or harmonising colours appear next to each other on the colour wheel. Harmonizing colours often work well together but if too close in value they can appear washed out or not have enough contrast.

Colour Wheel

Please enter your score in the colour wheel below:



Primary

- Red
- Blue
- Yellow

Secondary

- Purple
- Green
- Orange

Tertiary

- Red-Orange
- Red-Purple
- Blue-Green
- Blue-Purple
- Yellow-Orange
- Yellow-Green

Temperature

The temperature of the colours corresponds to warmth. This can be seen in the colour wheel with the left hand side showing cool colours and the right hand side showing warm colours. This is useful when you want to create a mood.

Description	Score
 Cool	
 Warm	

Examples:



Cool

Cool colours are shown on the left hand side of the colour wheel.




Warm

Warm colours are shown on the right hand side of the colour wheel.

Neutrals

Neutrals are one of the easiest groups of colours, or non-colours to work with. They don't appear on the colour wheel and include Black, Grey, White, and sometimes Brown and Beige. They all go together and can be layered, mixed and matched. No neutral colour will dominate over another.

Description	Score
 Black	
 Grey	
 White	
 Brown	
 Beige	

Background

Adding a background to a website can enhance the design but also increase download times.

Background Design

Description	Score
With Background	
Without Background	

Examples:



Without Background



With Background