Design Pre-meeting Questionnaire

Logo	We will need your logo in a vector-based format if possible (.eps, .ai). If you do not have this, then we can accept a high-resolution jpeg or similar file. We'll also need to know what we can and cannot do with the logo. If you don't have a logo, we can discuss that in the meeting.
You	Please describe what your organization/company does. What separates you from your competition?
Audience	Who is your primary target audience. If there is more than one segment to your target audience, what are the top three. What do you believe this audience expects from you?
Image	What image do you want to present? (conservative, cutting-edge, trendy, intellectual, trust worthy, knowledgeable, relaxed, prosperous)
Goals	What are you trying to accomplish with the web site? Sales, actions, contact, information dissemination? Do you want a strong call to action on the home page? If so, to what (make a sale, call in to your office, fill out a form?) Could you please list your top 3-5 content categories that you wish to be focused on right on the home page (outside the navigation)?
Likes	Please give us a list of three web sites (within or outside of your industry) that you find appealing/useful and why. This is to allow us to understand the kind of aesthetic you are looking for. Please keep in mind that what you find desirable may not be what your clients find desirable. This too can be discussed in detail in the meeting.
Dislikes	Please give us a list of three web sites within your industry that you or your clients/target audience find unappealing/tedious and why. This is to allow us to understand some of the things you want to avoid.
Competition	Who is your competition? Please list their web sites and provide us your opinions of the strengths and weaknesses of them.
Legacy	Do you have any legacy content (print media, reports, business cards, signs, etc) that must be considered in the development of the design. If so, could you please bring some samples to the meeting so we can discuss how and if such designs should be included?
Site Map	Have you developed a site map (the structure of your site)? If so, can you provide it before the meeting. If not, we may be able to assist you in developing one.
Content	When we are designing the site, it is best to use original imagery and content you have already generated or are in the process of generating so that the mock-up is a close as possible to the final product. Could you give us some of that imagery or are you okay with us using dummy text and stock images? The content doesn't need to be provided by the meeting, as the meeting will likely shape the content needs. We only ask so we know what you have on-hand and what may be able to be provided.