



## Web Design Interview Form

The following interview document will help us develop a design and strategy for your website. Please take your time to form the answers as thoroughly as possible before returning it. Once this is complete, we will contact you by phone or in person.

When completed, please return to:

**Riology Web Design**  
3429 Glasgow Rd.  
El Paso, Texas 79925  
(915) 599-2805

[design@riology.com](mailto:design@riology.com)

Contact Name	
Company Name	
Address	
Postal Code	
Phone	
Fax	
Contact E-mail	
Web URL	

How did you hear about us?

Internet Search Provider  
Riology Representative (Direct Call)  
Friend, Relative, Co-worker

## Company Synopsis

Please tell us about your company

(e.g. When was your company established, owner(s) name(s), why was the company started?)

In addition to English, what other languages can your company communicate with?

What about your company, products, or services sets you apart from your competitors?

What products do you offer?

(Include brand names)

What are the top 3 products you would like to promote on your website?

What services do you offer?

What are the top 3 services you would like to promote on your website?

Do you anticipate listing prices on your website?

Are you a manufacturer or a reseller of finished goods?

What are your hours of operation?

Do you have a mission statement or slogan you would like to include?

## Goals

What is the purpose of your web site?

What would you like to accomplish with it?

## Target Audience / Community

Who is your target audience or community?

(Age, gender, interests, locality)

When people visit your site, what do you want them to accomplish while there?

## Image & Style

The visual metaphors, graphic design and color scheme of your website will communicate volumes to the visitor about you and your business.

What IMAGE do you want to project?

(Check all that apply)

Contemporary  
Conservative  
Cutting Edge  
Formal

Casual  
Friendly  
Corporate  
Personal

Expensive  
Affordable

What STYLE do you want to communicate?

Serene  
Spiritual  
Powerful  
Corporate  
Retro  
Modern

Classic  
Ethnic  
Natural/Organic  
High tech  
Historical  
Classy

Fun  
Comforting, caring  
Romantic  
Energetic  
Old-Fashioned

Is there a THEME that inspires you?

Art Deco  
Asian  
Retro (60's 70's  
Bold & Bright

Vintage (50's)  
Juvenile  
Technology-oriented

Spa-like  
Business-like  
Water-color

Other:

Is there a particular color palate that you think should (or do) represent your company?

## Graphics

Do you have existing graphic or promotional materials?

(If so, please send them to us)

Do you have a logo? If so, please email us a copy immediately.

(Preferred file formats: .pdf .png .ai or .eps)

Do you have photos that you wish to use on the web site?

Yes, I have digital photos

Yes, I have photographic prints that will need to be digitized and enhanced

## Content

When visiting your site, what would potential clients/customers be looking for?

Do you wish to include testimonials? If so, do you have images you want to include?

Do you wish to include a portfolio? If so, can you supply us with images of your work?

Would you like to include employment information on your site?

What types of payments do you accept? (e.g. checks, visa, mc)

What keywords would someone type into a search engine to find you? (Include about 20 keywords & misspellings)

1.		16.	
2.		17.	
3.		18.	
4.		19.	
5.		20.	
6.		21.	
7.		22.	
8.		23.	
9.		24.	
10.		25.	
11.		26.	
12.		27.	
13.		28.	
14.		29.	
15.		30.	

**Functionality** (please note that these features are available at an additional cost)

What functionality would you like to incorporate into your web site?

Flash header (Flash header is animated graphics)

E-Commerce (i.e. shopping cart functionality)

Interactive Forms (usually contact information)

*For example:*

- First Name:*
- Last Name:*
- Address:*
- Address #2:*
- City, State:*
- Phone:*
- Topic:*
- Comments:*

Special Interactive Form (Custom information)

For example:

1. What is your present copier (brand and model)?
2. In addition to copying, what other functions would you like?
3. What type of copies do you need to produce?
4. What is your overall projected monthly copier volume? (Copies per month)

## Additional Information

Do you currently have a registered domain name?

Yes, www.

No, but I would like: www.

Do you have any affiliate organizations? (e.g. insurance companies)

Include URL

- |    |                      |
|----|----------------------|
| 1. | <input type="text"/> |
| 2. | <input type="text"/> |
| 3. | <input type="text"/> |
| 4. | <input type="text"/> |
| 5. | <input type="text"/> |
| 6. | <input type="text"/> |
| 7. | <input type="text"/> |
| 8. | <input type="text"/> |

If so, would you like your website to link to your affiliates or suppliers?

Do you want to include anything else that has not been addressed in this form?

**Thank you for taking the time to complete this interview form. We will review your comments and contact you shortly.**