



wyung.com

Please take the time to help me understand your goals.

1) Tell me about yourself and/or your business.

2) Tell me about your competition.

3) Is this a redesign of something that exists or designing something new?

4) What are your major goals for this project?

5) Summarize your project for me.

What features will you want for this project?

6) Who will primarily be working on this project from your end?

Will any additional outside partners or agencies be involved and how?

7) What is motivating you or enabling you to do this project now?

8) When does our work need to be finished?

What is your target total completion date? What is driving that?

9) What is your budget range?

10) What kind of traffic are you expecting to get for this site/project?

What kind of actions do you expect visitors to take on the site?

11) If your project is a website, please list three sites you like and why you like them.

12) Do you have any color preferences, look and feel for the website/project?

13) What do you NOT want on your site in terms of text, content, color, graphic elements?

14) What are you worried about?

What do you imagine going wrong?

15) What does success look like?

How will you know this project has succeeded?