Midnight Boheme

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New Orleans, Louisiana 70125

WEB DEVELOPMENT
QUESTIONNAIRE

For efficient and better project handling...

Midnight Boheme developed this creative brief to obtain a clear vision and understanding of your website design.

boutique
creative

A digital design

company bringing

your vision to life.

Midnight Boheme is a boutique creative graphic design company specializing in print and digital marketing designs for local businesses and event venues in New Orleans.

With an unbridled enthusiasm for all things New Orleans, Midnight Boheme is proud to contribute to its culture with projects inspired by the rich heritage and diverse nature of this city.

Midnight Boheme operates as a solopreneur in a private Uptown studio office with state-of-the-art resources.

Laura Kuhn

Owner / Operator

the design process

Discovering the creation procedure of responsive website design and development.

1. CREATIVE BRIEF & DEPOSIT

Arrange a consultation in person or telecom. Define the project by completing this Web Design Questionnaire. Generate and gather ideas by looking at other examples in the same field. Submit design details and visual references via the online form. Submit a non-refundable retainer to the designer as the design process begins.

2. ANALYSIS & RESEARCH

The designer will review your Web Design Questionnaire and analyze all the materials submitted. Creation of a custom designed logo, brand identity elements such as textures, fonts, stylized photography, and a color palette will be included in a Brand Styling Guide to ensure continuity and visual themes throughout the design process.

3. DESIGN & DEVELOP

Using state-of-the-art software such Photoshop and other Adobe Creative Cloud programs, the designer fashions the visual collateral for the website and begins building the online elements in the Webydo CMS platform. With access to Google Fonts, the designer has access to a vast inventory of typefaces. Once the desktop version is complete, the mobile site design will commence.

4. PRESENTATION & REVIEW

Once the inner workings of the website are active and the domain name is connected, the site goes live for preview. This is the client's opportunity to review all the content and make notes of changes, edits, omissions, additions, etc. The designer will revisit the site design and apply all changes required. This process may be repeated until all factors are complete.

5. PUBLISH & MAINTAIN

Upon completion, the designer will grant the client access to the CMS platform (Content Management System) which is the client's personal password-protected access the site, enabling the client to edit the site content inside the designer's digital interface. After final payment, the site is published. A yearly hosting fee will be charged in order to maintain the live site.

about your company

Client Details

Your Name

Company Name

Phone Number

Email Address

Company Website

Skype ID *(Optional)*

Address *(Optional)*

Company Information

Industry Segments

Brief Description of the Business

project
details & information

Briefly describe the objective of the website.

Do you have an existing website? (please provide details below)

Domain Name

Web hosting name

Target / Purpose:

☐ Marketing Campaign ☐ Business or Company Site ☐ Portfolio or Showcase

☐ Online Application ☐ E-Commerce Site ☐ Community Hub / Blog

☐ Others (specify below)

Technical Requirements:

☐ Basic HTML site

☐ HTML5 / CSS3 website

☐ Responsive website

☐ CMS (Content Management System)

☐ E-commerce shop

☐ Online magazine

☐ Online forum or blog

☐ Email design

☐ Landing page

☐ Redesign of website

Additional requirements (Please specify below)

Special Features:

☐ Adobe Flash animation

☐ Video streaming

☐ SimplyBook (appointments)

☐ Search

☐ Newsletter / Email sign-up

☐ Information / Request forms

☐ Uploads / Downloads

☐ Customer login / Registration

☐ Location Map

☐ Store / Shopping cart

☐ Online payment / PayPal button

☐ Blog / Newsfeed

☐ Image gallery / Image slider

☐ Weather

☐ Social media links

Additional requirements (Please specify below)

marketing & maintenance

What is your target audience?

☐ Business customers ☐ Final consumer ☐ Other

Which age category is your target audience?

☐ Children ☐ Teenager ☐ 20+

☐ 30+ ☐ 40+ ☐ Senior citizens

Do you want to expand your target audience in a certain direction?

More specific features of your customers:

How does your company currently market itself?

Do you wish to promote your website?

☐ Yes   ☐ No

How do you wish to promote your website?

☐ URL Submission - Search engines   ☐ Mutual Pointer (Link Exchanges)

☐ News Groups & Mailing Lists   ☐ Developing Special "Web Offers"

☐ Targeted E-mails   ☐ Banner Programs

Would you be interested in having us do updates & maintenance to your website?

☐ Yes   ☐ No

How often would you require updates?

☐ Daily   ☐ Weekly

☐ Monthly   ☐ Yearly

Any Others (Please specify below)

Do you require us to train your employee for updates?

☐ Yes   ☐ No

visual design specifications

Visual Design Complexity:

☐ Corporate

☐ Elegant and sleek

☐ Bright and warm

☐ Simple and balanced

☐ Strong and powerful

☐ Artistic

Any other tone, please specify below:

Site Navigation:

☐ Yes

☐ No

List the names of each page or anchor link: (i.e. Home | About | Portfolio | Contact)

Interface Design Structure:

☐ Links (Multi-Page)

☐ Scroll (Single Page)

☐ Landing Page (Static)

Which existing websites do you like, and why?

Website URL

Why it works well

Website URL

Why it works well

Website URL

Why it works well

Which existing websites do you not like, and why?

Website URL

Why it you don't like

Website URL

Why it you don't like

Website URL

Why it you don't like

Tell us some competitors websites. Please provide details for us to review.

Website URL

Details

Website URL

Details

Website URL

Details

Website URL

Details

Resources & Deliverables: (Who will provide the following resources?)

☐ Need created by designer	☐ Will provide / not needed	Professional Logo
☐ Need created by designer	☐ Will provide / not needed	Graphic Design
☐ Need created by designer	☐ Will provide / not needed	Other Artwork / Illustration
☐ Need created by designer	☐ Will provide / not needed	Text or Translation
☐ Need created by designer	☐ Will provide / not needed	Stock Photography
☐ Need created by designer	☐ Will provide / not needed	Copywriting
☐ Need created by designer	☐ Will provide / not needed	Identity & Brand Standards
☐ Need created by designer	☐ Will provide / not needed	Other Print / Web Collateral

Deadline for the launch of the site:

Additional information:

MIDNIGHT BOHEME