

Client Survey

Help E-Koncept create a more accurate response to your project enquiry by completing this client survey. The information you provide will allow us to better understand your goals and needs for your project. Please be sure to email the completed survey to robert@e-koncept.co.nz.

Answer each question as best you can, skip any that are not relevant, and remember, we're always here to help if you get stuck. Thanks for taking the time to help us serve you.

*Kind Regards
Robert Kramers*

*Managing Director
E-Koncept Design Ltd*

General Information

What is the name of your company or organization?

Briefly describe your company in a sentence or two

Who is the primary contact from your organization and who has final approval on the project? Please list full contact details if possible.

Project Details

What is your current or intended website address?

What are some of the main goals and objectives of the website you wish to build or redevelop?

When do you plan to launch the new site? Has this date been chosen for a specific reason?

Approximately how many pages/sections will your website have?

Who will be responsible for maintaining the website or providing new content?

What is your expected budget for this project?

Your New Site

What solutions do you expect your new website to provide for your business or organization?

What would you say is the most important element/function you would like to include in your website?

Have you planned your site's structure/content? If so please provide details. If not, are you seeking our help in this area?

The importance of first impressions cannot be underestimated. How should people describe your new site? (Some examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, bright, bold, calming, elegant, clean, organic, minimal, and cutting edge.)

Do you require a new logo, or an existing one to be re-styled/re-designed?

What colours and imagery convey the personality and tone of your business? Do you have imagery you would like to include in your website

Do you already make use of a consistent color scheme?

Industry and Inspiration

How is your company perceived in your industry and by your customers? Would you like to portray that image with your new website (or how can a redesign help you to better achieve this)?

Who are your main competitors?

Please list the addresses of a few of your competitors' websites that you find compelling. What do you like and dislike about your competitors' websites?

Are there any particular websites online today that you like? Why? (specific page elements, colors, typography, layout, etc.) Please list.

Target Audience

Briefly describe a typical potential site visitor. How often are they online, and what do they generally use the web for? Please give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user as this helps us with marketing and design of the site)

How will you encourage visitors to visit your site? What factors will motivate positive word of mouth solicitation to their friends and family?

Any Further Information

Anything else you think we should know?

Thanks for filling out our website client survey.
You'll hear from us as soon as possible.

You may email your completed survey back to robert@e-koncept.co.nz