



WEBSITE DESIGN

HELLO MARKET DESIGN QUESTIONNAIRE

FRIENDLY
SUPPORT



contact

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Good design is an extension of the website planning process so that the UX (user experience) is engaging for your audience and the UI (user interface) optimizes traffic flow toward your conversion goals.

#1 Style

What style do you prefer?

Your personal preferences are important, but also consider which style is most appropriate for your goals, content, and audience.

☐ Modern

Minimal, scandinavian, white-based, open, neutral palette or black & white



Style options continue on p2 >

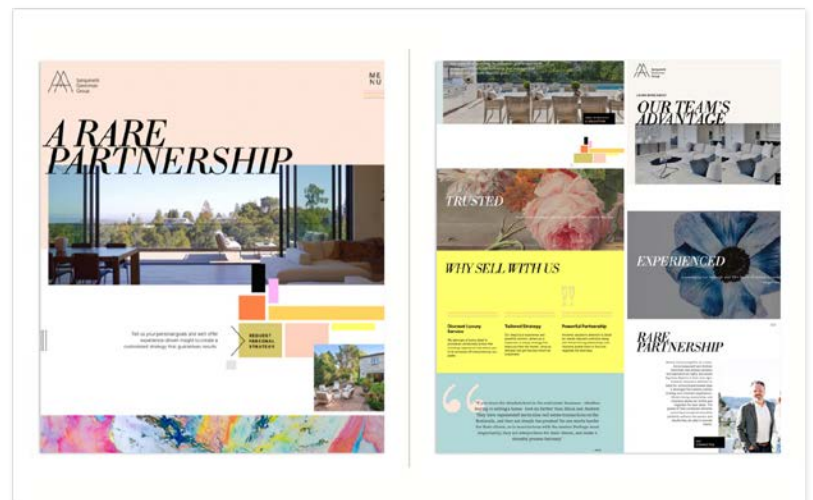
○ Magazine

Clean, image-based, heavy emphasis on typography



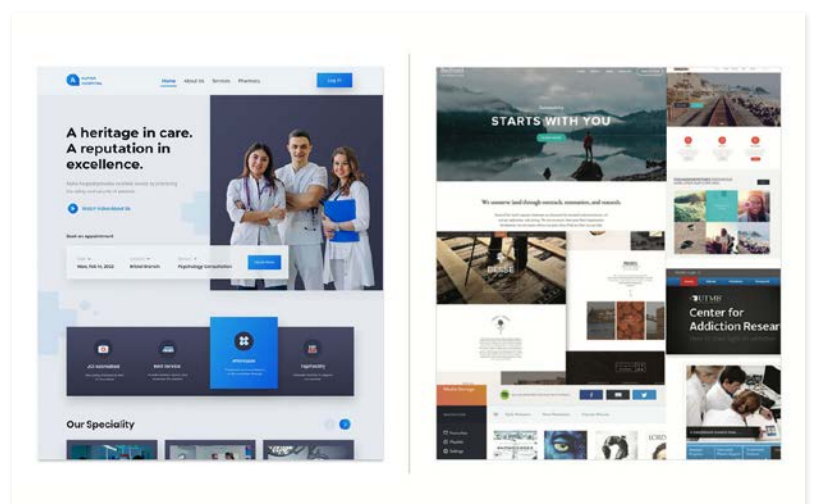
○ Experimental

Edgy, unique, daring, for trend-setters



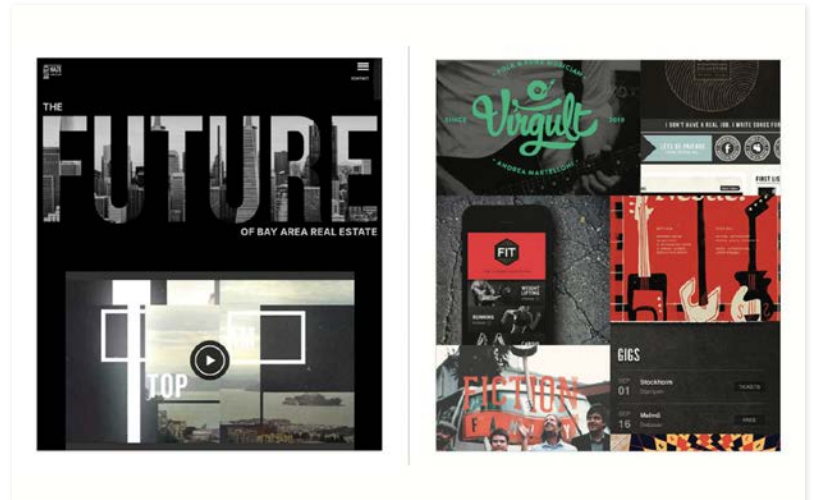
○ Corporate

Solid, powerful, trustworthy



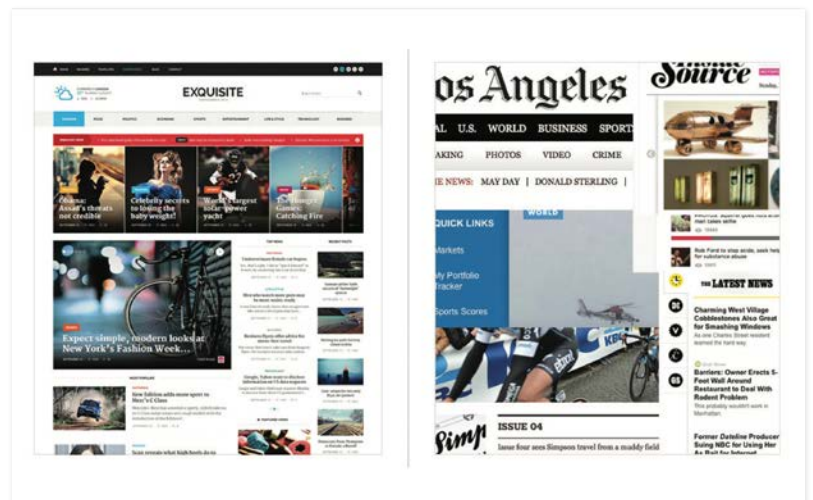
○ Rock & Roll

Sexy, bold, with dark or edgy colors



○ Newsy

Data-driven, multiple info areas, for very active sites



○ Textured

Organic, vintage, muted colors, old-world



#2 Palette

Do you have an established color scheme that you wish to maintain? If not what colors do you think are attractive to your intended audience?

#3 Website Examples

Best Competitor Sites

Explain what you like about each website.

Best Sites in Other Markets

Websites that target your same audience in other markets. Explain what you like about each website.

Best Sites Anywhere

Explain what you like about each website.

#4 Menus

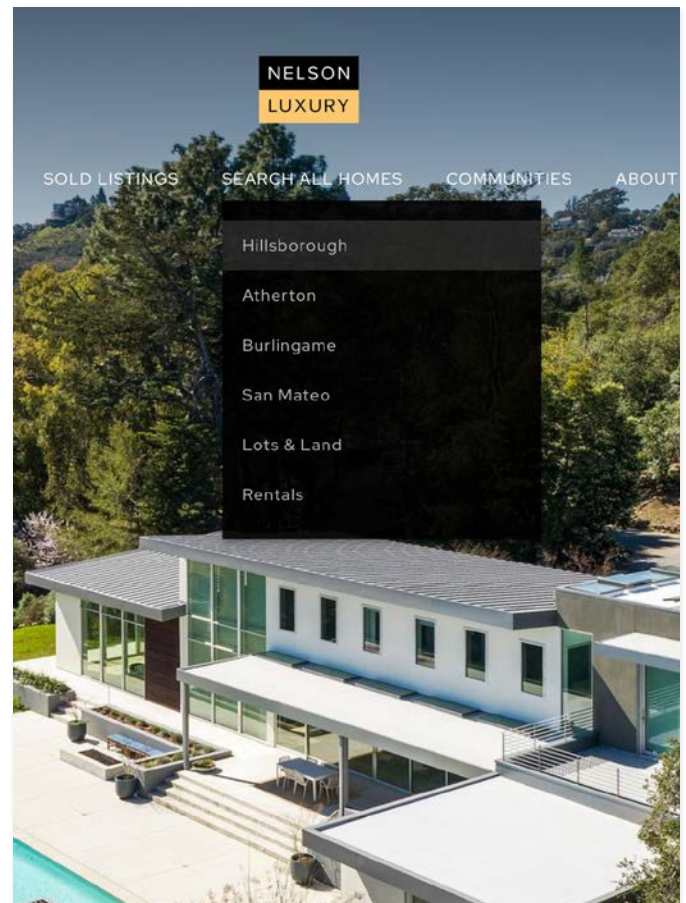
What type of menu do you need?

Dropdown menus are good for reference websites because they provide faster access to a lot of content. But if you want to funnel people to particular conversion goals, you probably don't want them deep linking to less important pages on your website. In that case you want main links that direct them to the landing page of each main link and only display sidelinks after they have determined they need more information relevant to their search.

○ Main + Sidelinks



○ Dropdown



#5 Home Page

What elements do you want on the home page?

These elements should be based on funneling traffic to your particular conversion goals. If they don't provide you value, they should be promoted in some other way on the site.

-
- | | |
|---|---|
| ☐ Rotating Image
<i>(promote content, events, etc).</i> | ☐ Featured Content
<i>(e.g. blog, multimedia, profile, property, etc)</i> |
| ☐ Contact Form | ☐ Quick Links List |
| ☐ Image button modules | ☐ Search |
| ☐ Value proposition | ☐ Account Sign In |
| ☐ Testimonials | ☐ Map |
| ☐ Upcoming events | ☐ Top Statistics |

#6 Images

Do you provide professional images?

And/or do you have a budget for hiring a photographer? If not, we can help you search for compelling stock photography.

#7 Anything Else?

What else would you like our team to know about your new website?



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No contract.

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