



WEBSITE DESIGN

A GUTENSITE DESIGN QUESTIONNAIRE

_____ c o n t a c t _____
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SUPPORT support@gutensite.com

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.

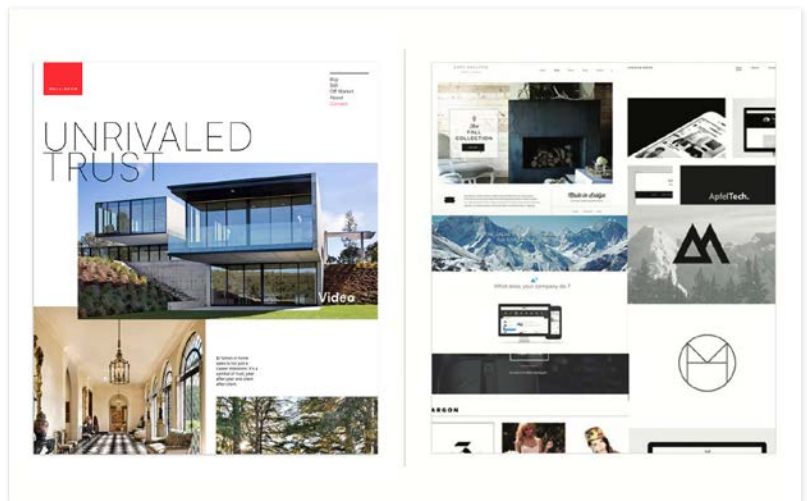
#1 Style

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 >

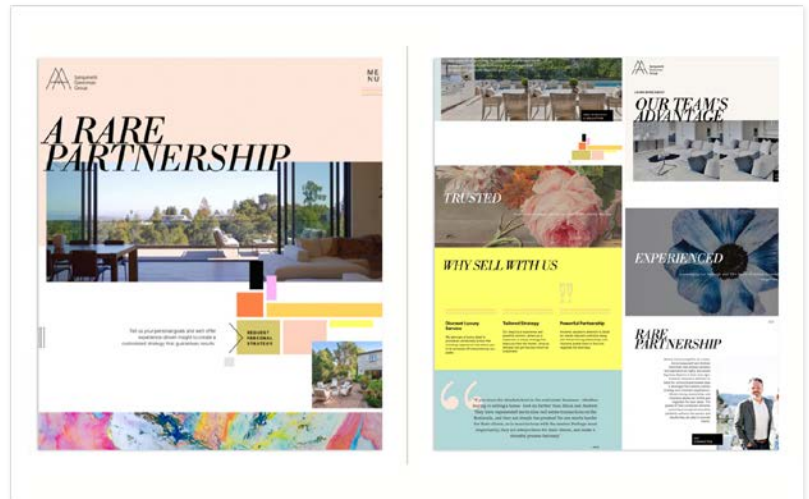
○ **Magazine**

Clean, image-based, heavy emphasis on typography



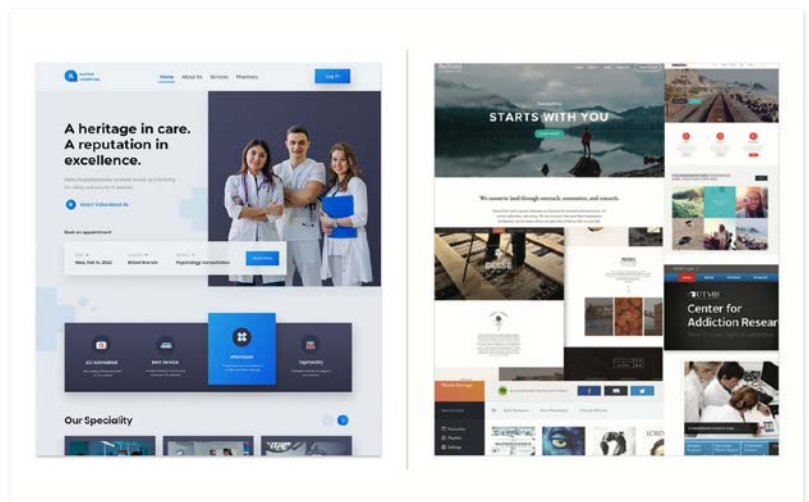
○ **Experimental**

Edgy, unique, daring, for trendsetters



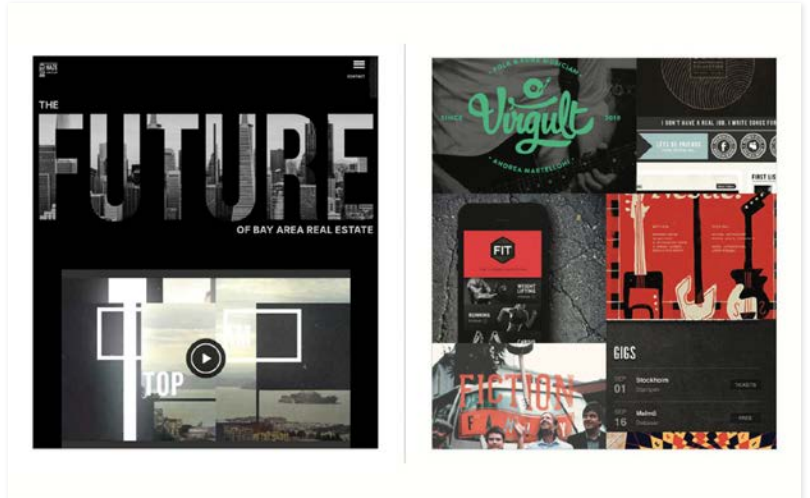
○ **Corporate**

Solid, powerful, trustworthy



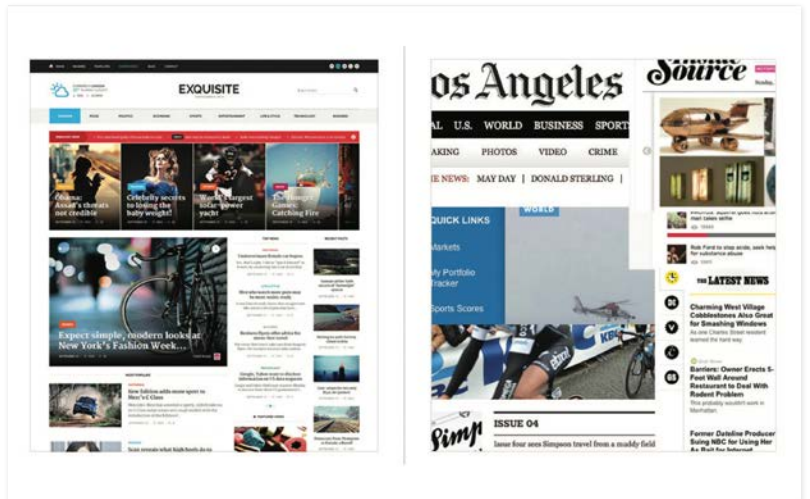
○ **Rock & Roll**

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

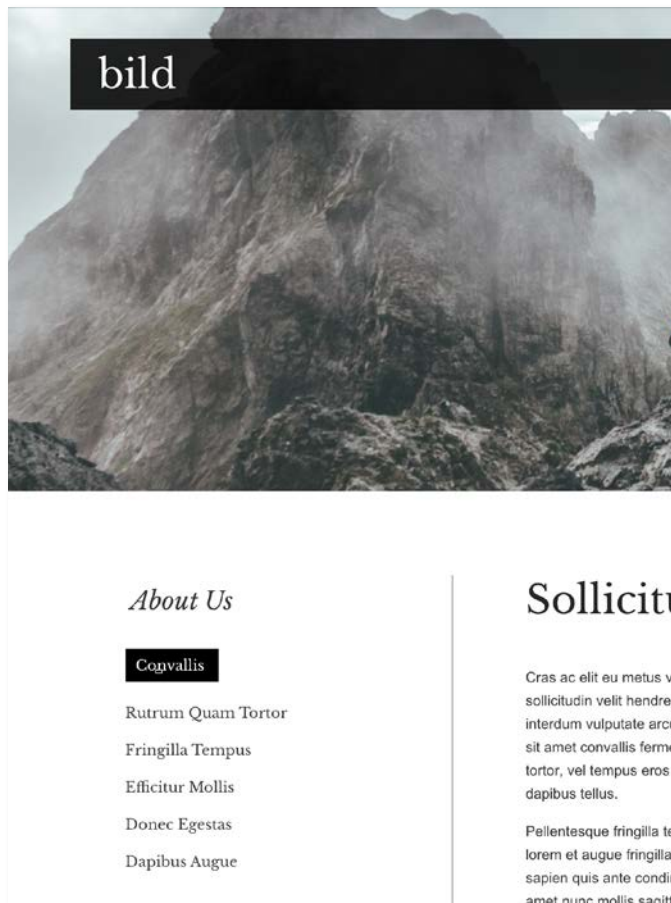
Explain what you like about each website.

#4 Menus

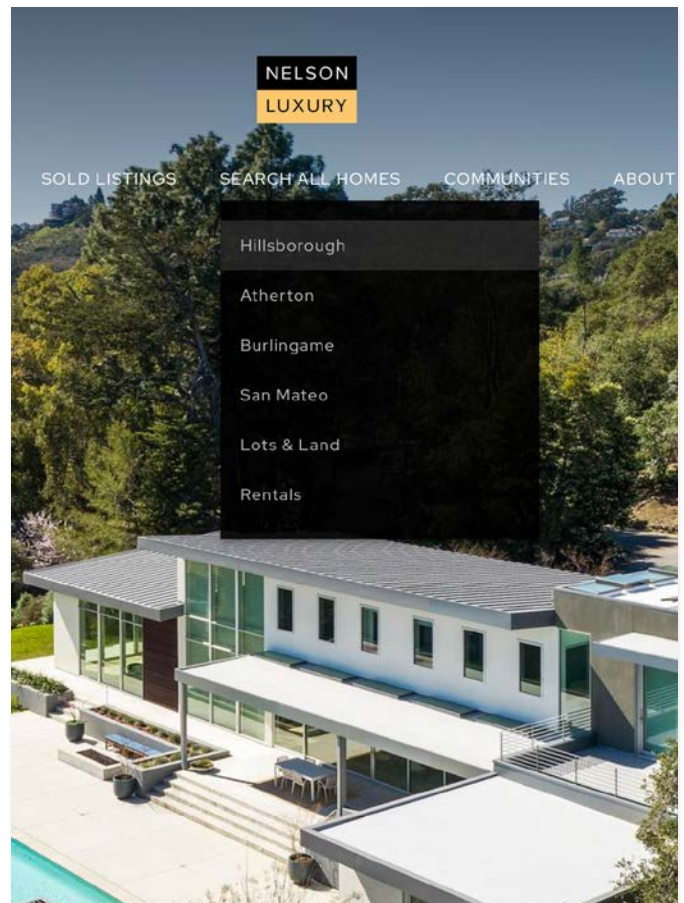
What type of menu do you need?

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**
(promote content, events, etc).
 - Contact Form**
 - Image button modules**
 - Value proposition**
 - Testimonials**
 - Upcoming events**
 - Featured Content**
(e.g. blog, multimedia, profile, property, etc)
 - Quick Links List**
 - Search**
 - Account Sign In**
 - Map**
 - 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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