LASER UNICORN WEB DESIGN PROJECT QUESTIONNAIRE

Thank you for considering Laser Unicorn for your web design needs. To ensure we create a website that perfectly aligns with your business goals and target audience, please answer the following questions as thoroughly as possible.

1. Business Information

1.1 What is the legal name of your business?

1.2 Please provide a brief description of your business (1–2 sentences).

1.3 What products or services do you offer?

1.4 What makes your business unique in your industry?

1.5 Who are your main competitors? Please provide their website URLs if possible.

2. Target Audience

2.1 Describe your ideal customer (age, gender, location, interests, etc.).

2.2 What problems does your product/service solve for your target audience?

2.3 How do your customers typically find you currently?

2.4 What action(s) do you want your website visitors to take?

3. Website Goals

3.1 What are the primary objectives for your new website? (e.g., increase sales, generate leads, provide information)

3.2 How will you measure the success of your website?

3.3 Are there any specific features from your current website (if applicable) that you want to keep or improve?

3.4 What are your top 3 must-have features for the new website?

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4. Design Preferences

4.1 List 3-5 websites you like and briefly explain what you appreciate about each.

4.2 Describe the desired look and feel of your website (e.g., modern, traditional, playful, sophisticated).

4.3 Do you have brand guidelines (colors, fonts, logo usage) that we should adhere to?

4.4 Are there any specific images, videos, or other media you want to include on the website?

5. Functionality Requirements

5.1 Will you need any of the following features? (Check all that apply)
- [ ] E-commerce capabilities
- [ ] Blog or news section
- [ ] User accounts/login area
- [ ] Contact form
- [ ] Newsletter signup
- [ ] Social media integration
- [ ] Third-party integrations (please specify)

5.2 Do you require any specific plugins or tools?

5.3 Will you need a content management system (CMS) to update the website yourself?

6. Content Needs

6.1 Do you have existing content for the website, or will you need assistance with content creation?

6.2 If you have content, in what format is it available? (e.g., Word documents, PDFs, printed materials)

6.3 How many pages do you anticipate your website will have?

6.4 Will you need ongoing content updates? If yes, how frequently?

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7. Budget Range

7.1 What is your budget range for this project? (Please select one)
- [ ] $3,000 – $10,000
- [ ] $10,000 – $20,000
- [ ] $20,000 – $50,000
- [ ] $50,000+

8. Timeline Expectations

8.1 When do you need the website to launch?

8.2 Are there any specific milestones or dates we should be aware of?

8.3 How quickly can you provide feedback during the design and development process?

9. Additional Information

9.1 Do you have any concerns about the website development process?

9.2 Is there anything else you'd like us to know about your business or this project?

Thank you for taking the time to complete this questionnaire. Your answers will help us create a tailored proposal that addresses your specific needs and goals.

We look forward to the opportunity to work with you and bring your vision to life.