



MEMBERY DESIGN

JO MEMBERY | CREATIVE DIRECTOR

m: +612 412 280 729

e: jomemb@gmail.com

a: Unit 79/151 Fitzroy Street
St Kilda VIC 3182

www.memberdesign.com



CLIENT QUESTIONNAIRE

Below, you'll find a list of questions we find helpful to figure out if we're a good fit to work together. Please be as clear and concise as possible. When you're finished, email your responses to jomemb@gmail.com or share this document with us.

1. Tell us about your business.

How long have you been in business? What do you sell/offer? What makes you unique?

2. How can we help you?

What are you currently looking for, and why?



MEMBERY DESIGN



3. Describe what your brand stands for.

List 5 descriptive words. Ex: honest, quirky, adaptable, smart, relevant, etc.

4. What is your mission statement?

If you don't have one, why does your business exist? And for whom?

5. What are the top 3 measurable goals of your business, in order of importance?

Ex: not "more customers" but "an increase in 35% more customers over the next 3 months."



MEMBERY DESIGN



6. Describe your typical customer.

What do they do for a living? How did they find you? What are their values?

7. Who are your key competitors?

List at least 3 names and websites.

8. Is there anything else you want to share about your business and goals?

If there is information that we haven't covered, please share it here.



MEMBERY DESIGN



9. What do you want people to specifically do on your website, in order of importance?

How does your website need to look and feel?

10. How are you currently measuring the success of your website (if you have one)? What will be the tangible/measurable markers of success for this project?

Ex: 20% increase in mailing list signups, 5% increase in monthly revenue, 10% more social shares.

11. What would the first draft of a sitemap for your website be?

What pages and sections of content are important to the success of your business?
What information do your customers need to hire / buy from you?



MEMBERY DESIGN



12. What are all the functions your site requires?

Ex: shopping cart, member access, email automation, etc.

13. Do you have any design element, colour or font preferences?

List them here.