

# Premium Interactive Website Questionnaire

**What is the core purpose of the visual design?**

- A.) Entertainment
- B.) Increase corporate brand, product recognition
- C.) Increase Sales
- D.) Improve Internal communication
- E.) Increase prospective customer base

**What is the personality of your target audience?**

**Is this audience region specific?**

**What is the primary message you wish to convey about your company through the design?**

**Do you have a few examples of website designs that you like? If so what are they...**

- Sites where I like the brand or image:
- Sites I like the fonts of:
- Sites where I like the color scheme:
- Sites designed for the same target audience:

**Do you have a company slogan or mission statement?**

**Do you have a corporate color scheme or any symbols/icons that we should incorporate into our design?**

**Do you have any specific colors in mind? (Common associations)**

Red: Passion, Anger, Vigor, Love, Danger

Yellow: Knowledge, Energy, Joy, Intellect, Youth

Green: Fertility, Wealth, Healing, Success, Growth

White: Purity, Healing, Perfection, Clean, Virtue

Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool

Black: Fear, Secrecy, Formal, Luxury

Purple: Royalty, Wisdom, Spirituality, Imagination

Orange: Creativity, Invigoration, Unique, Stimulation

Gray: Balance, Sophistication, Neutrality, Uncommitted

Chrome... Shiny things

Are there any specific colors that you DON'T like?

**Are there any examples of websites you've seen that you do NOT like...  
Are there any features or elements on those websites you'd like us to  
avoid?**

**If your brand's story was made into a movie, what genera(s) would the  
story be told in?**