

## Quickstart Questionnaire

What (business, event, person, etc.) is the site for?

What are the main goals of the site (sales, tickets, hype, information)?

Is this site replacing an older site? If so, what site?

What do you think the pages or sections of your site will be?

Who will be using the website (demographics: age, jobs, interests)?

What should they get out of the website?

What values should the site communicate (traditional, serious, inclusive)?

Do you have any brand assets? Is there a visual ecosystem this site should complement?

General comments/wishlist: