Design Questionnaire
The Design Questionnaire communicates design needs to a web development team or in-house partners.

1. Does your organization have a logo or brand identity aesthetic that will be integrated into this resource?

2. What is the mission of your organization?

3. What keywords would you use to describe your organization?

4. What is the goal or purpose of this project?

5. What are the objectives of this project? And how does it align with the mission of your organization?

6. What are the components of this resource?

7. Who is the target audience?

8. How will the target audience use/interact with this resource? And what would you like users to come away with?

9. What does this resource offer that others do not?

10. What aesthetic would you like the project to have? Include colors and design styles or periods.

11. Provide a list of websites or projects that are designed well. Note the particular design elements of each site that appeal to you.