

## Web Design / User Experience Key Questions to Ask

### Company

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1. How long have you been in this business?
2. How many customers have you sold? How many have left your company, and why?
3. What size or types of clients fall into your “sweet spot”? Won any awards in that space?
4. What peripheral or supporting services do you offer (e.g., technology, SEO/SEM, usability testing)?

### Products/Services

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1. What information do you need from my company as part of the site design?
2. What optional services do you provide as part of the site design?
3. How long to design a basic site? A sophisticated one?
4. What is your process for working with a third-party eCommerce provider?
5. Do I own all licenses and artwork created or purchased as part of this process or are they under your name?
6. Which third-party eCommerce platform providers have you worked with in the past? How did they affect your design?

### Process/Practices

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1. What is your eCommerce design philosophy?
2. What key design practices are included in your service?
3. What practices do you follow to improve usability?
4. Please explain your design methodology.
  - a. How does the process work?
  - b. How do you work with my team and my technology providers (eCommerce, search, etc.)?
  - c. What is your process for wire frame review?
  - d. What is your process for creative review?
  - e. What types of documentation do you provide (e.g., wire frames, style guide, etc.)?

### Pricing

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1. What is your pricing model for your services?
2. Are there any hidden fees (e.g., implementation, usability testing)?