1. What is the name of your business? What is the meaning behind the name?
iAdvice – Meaning that we advise other people about their IT-solutions, POS-system and ERP-system.

2. What is the purpose of your website?
To give information about our products to potential new customers. Trying to make them call us to hear more, and hopefully become a customer. Ofc also show the most important information for our current customers.

3. What would be some successful outcomes from people visiting your site?
That they use the contact form or reach us on phone.

4. What features and functionalities does your website have to have?
Megamenu, contact forms, sliders, counters.

5. What aspects of your brand could differentiate your website from others in your niche?
Certificates, experience, complete supplier, references from big company's and chains.

6. If you already have a website, what problems are you running into your your current site?
Every new thing needs a lot of developing to create, outdated version, so not user-friendly.

7. What would fix those problems?
A more user-friendly CMS system, Page builder with drag-and-drop.

8. What problems are you running into with your business?
Since we have so many different departments each with a lot of information, it can be hard to structure the website, and hard for the users to actually find what they are looking for.

9. How might your website be able to fix some of those problems
A better structure, more pictures and another way to show text. Maybe with the smaller menus on each page. (can't remember what they are called).

10. Please list any website you like very much and briefly explain why.
https://www.mentor-it.dk/ - Clean design, nice way to use icons.

https://www.itrelation.dk/ - Some nice features like counters and way to show pictures. The website makes them look very professional and big.

http://preview.themeforest.net/item/focuson-business-wordpress-theme/full_screen_preview/15611214?ref=cirvitis – An wordpress theme I found. Not saying it should be that theme, but I like a lot of the things in there. The employee section is nice, with the hoover effect. Also like the counters. And the tab/Accordion function in Pages > service 2 and Pages > About us 2.

http://preview.themeforest.net/item/azoom-multipurpose-theme-with-animation-builder/full_screen_preview/10591289?ref=cirvitis
I LOVE the dynamic slider. And the dynamic pictures all the way down. Very clean design, but still look professional and personal. Also have accordion on the service pages that I love. The counters and the step-wrapper on first page is also very cool.

11. Is there a specific design/look your prefer for your website?
I want a design that show what iAdvice stands for. A very professional company that have a lot of knowledge in our field. Show what we are cable of, and which big customers and solutions we already created. I think we should look friendly, professional, experienced but also bigger than we do atm.

12. About your contact page: Would you like a contact form? A location map? An address? Or just your contact details? What are your contact details?
We must have a contact form on nearly all pages in the bottom or some kind of CTA in some way. I would also like a location map and address, phone number, email, information about the bank etc.

Besides that, I would like to have an employee section as we have atm. Just with a new cool design. But a place where we can show the different employees we have, and direct contact information and titles of those. Maybe divided in the different departments we have.

13. Do you require a blog? If so please specify if you know how you want the blog to look like.
no not directly a blog. But a news section we need, which I guess is close to the same. Here I would like a page with news, with links to the individual news, just as we have today. I would like every news page to be more in the same look as our newsletters from MailChimp. This way we can more quickly create the news on the website, just by copy the text and pictures from MailChimp. Also, it would make the newsletters and web design on website look similar and recognizable.

14. Which social media icons would you like to show?
Facebook and LinkedIn.

15. Any additional details or creative considerations? I want to ensure we are on the same page throughout this collaborative process!
I want it to look professional, clean and sharp – but still with some personality! As I don't want us to look like nonhuman robots.