

WEBSITE CREATION GUIDE

THE CLIENT SURVEY

Client input is the foundation on which successful websites are built. This survey will help you articulate and identify the overall goals of your site redesign, including specific questions regarding message, audience, content, look and feel, and functionality. Each key decision-maker should fill out his or her own survey, answer each of the questions in a thorough but brief and clear manner, and add any additional notes or comments at the end of the survey. When finished, all compiled information can be emailed or faxed back to us.

GENERAL INFORMATION

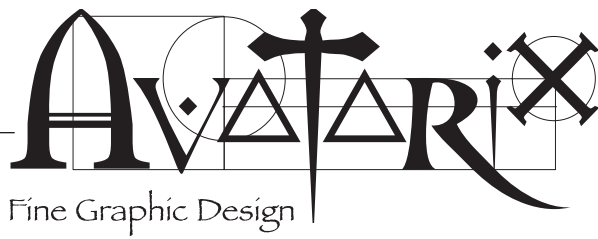
1. What is the name of your company and your current (or intended) URL?
2. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.
3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (i.e., PR launch, tradeshow, annual report)?
4. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

REASONS FOR REDESIGN

2. What are your primary online business objectives with the site redesign?
3. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?
4. What existing strategy (both on- and offline) is in place to meet the new business objectives?

AUDIENCE/DESIRED ACTION

1. Describe a typical user coming to your site. How often is the user online, and what does he generally use the web for? How old is the user and what does he do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)



Functional
Aesthetic
& Integrated
design &
production

2. What is the primary "action" the user should take when coming to your site (make a purchase, become a member, search for information)?
3. What are the key reasons why the target user chooses your company's products and/or services (cost, service, value)?

Logo Design

Stationery

Brochures

Advertising

Web Development

Flash Animation

Interactive
Presentations

PERCEPTION

1. Use a few adjectives to describe how the user should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?
3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.
4. List the URLs of any sites you find compelling. What specifically do you like about these sites?

CONTENT

1. Will this site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? If not, will you be creating content in-house or using an outside provider?
2. What is the basic structure of the content, and how is it organized?

TECHNOLOGY

2. Are there specific technologies (Flash, DHTML, JavaScript, Real Audio) that you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.
 3. Will you have database functionality (dynamic content generation, search capabilities, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.
 4. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.
 5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.
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