CLIENT SURVEY

The following questions are designed to help define and articulate the communication objectives for your website design. Please share the survey with anyone in your company/firm who might have valuable input about your website's goals.

COMMUNICATION OBJECTIVES AND MESSAGE

1. What are the main reasons you are developing a website for your firm?
2. What is the most important message that you wish to communicate to your website audience?
3. What are your secondary communication objectives/messages?
4. What goals do you hope to reach with your website? Discuss both short and long term goals/plans for the site.
5. How does your website fit in with your current marketing mix and the overall business objectives of your company?

TARGET AUDIENCE

1. Who is your target audience for your website? Does this audience differ from your current client/customer profile?
2. Do you anticipate that your website would be used most by current clients/customers, prospective clients/customers, or others?
3. Imagine a typical user of your website. Profile and describe this user in detail. Why is he or she coming to the site? How old is the user? What is his or her education and income level? What does he or she do for a living? How often is the user online and/or how computer or Web savvy is the user? (Profile more than one target user if appropriate.)
4. What "actions" would a typical user to your site take? What is the primary action that you would like the user to take? (e.g. read information, make contact, make a purchase, etc.)
5. What are the main reasons why your current clients/customers choose your company's products and/or services?

PERCEPTION, LOOK AND FEEL

1. What do you want your audience to think and feel about your site/organization/company?
2. Use a few adjectives to describe how the user should perceive your website. (e.g. prestigious, friendly, corporate, fun, elegant, cool, innovative, trustworthy, reliable, secure, sophisticated, down to earth, cutting edge, etc.)
3. How is your firm perceived offline? Do you wish to use the same kind of branding/identity/message online?
4. Who are some of your competitors? Please list any competitor URLs if you know them. How does your company differentiate itself from competitors?
5. List any URLs to sites that you like or find compelling. What do you like about these sites?
6. Provide any additional information/description of your intended look and feel for the new site or visual goals that your site should convey.

SITE CONTENT

1. Will you be writing/creating new content for your new site, utilizing existing content from your current marketing materials, or both?
2. Describe your planned content for the site (along with information about the structure, functionality, and navigation if you know). Do you have a site map and/or flow chart developed for your new site? If not, describe the site sections/pages that you are planning in as much detail as possible.
3. Do you have any current logos, graphics, photographs, color schemes, or other visual elements/styles in your existing site or marketing materials that you wish to use in your site design?

TECHNOLOGY

1. Do you have a particular platform, browser, screen size, and/or modem speed that you wish to target?
2. Are there specific technologies (Flash, Shockwave, CSS, DHTML, JavaScript, Real Audio, streaming video, etc.) you would like to use in the site? If so, how do you envision that they will enhance the user experience?

3. Will you require database functionality (dynamic content generation, search capabilities, personalization/log-in, etc.) or e-commerce (secured transactions) enabled functions? If so, please describe in detail.
4. Describe any additional programming or server-side applications that you may need (if you know).

MARKETING/UPDATING

1. What is your website's role in your marketing plan?
2. How do you expect most people will find out about your website?
3. Do you envision that people will use search engines to search for your company and/or your type of services? How important is search engine optimization and placement to your marketing plans for your company and/or site?
4. Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.
5. Do you intend to keep the site updated? If so, how often?

ADMINISTRATIVE

1. What is the name of your company and your current (or intended) URL?
2. Do you require any assistance with Web hosting or domain name registration?
3. 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.
4. What is your intended launch date for the new site? Are there any outside considerations that may affect the schedule?

ADDITIONAL NOTES/COMMENTS