

# CLIENT SURVEY FOR \_\_\_\_\_



## GENERAL INFORMATION

What is the name of your company and your current and intended URL?

What is your intended launch date for the new site?

Do you have a specific budget range already established for this project?

Do you have a logo, and if so how important is it to maintain your current look and feel, logo and branding?

## REASON FOR DESIGN

What are the main reasons you have for designing your site?

What are your primary online business objectives with the site design? What are your secondary objectives?

What is the main business problem you hope to solve with the site design? How will you measure the success of the solution?

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What existing strategy (both on - and offline) is in place to meet the new business objectives?

### AUDIENCE / DESIRED ACTION

Describe a typical site visitor. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type.)

What is the primary “action” the site visitor should take when coming to your site ?

What are the key reasons why the target audience chooses your company’s products and/or services (cost, service, value)?

### PERCEPTION

Use a few adjectives to describe how your site visitor 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?

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How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

List the URLs of any sites you find compelling. What specifically do you like about these sites?

Who do you view as your competition and do they have web presence?

### WEBSITE CONTENT

Does your organization have a logo that you will be providing?      Yes      No

Does your organization have a brand or color scheme that you will be providing?      Yes      No

Does your organization have photos for the site that you will be providing?      Yes      No

Does your organization have media (flash/audio/video) for the site that you will be providing?  
Yes      No

Does your organization have written content for the site that you will be providing?      Yes      No

### WEBSITE TECHNOLOGY

Would you like any of the following features on your site? (Check all that apply.)

Javascript      Flash      Actionscript      PHP      OTHER

### MARKETING

How do most people find out about your business?

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Briefly, what are your short-term marketing plans (specifically, for the site design and the 6 to 12 months after)?

Do you have an existing or planned marketing strategy in mind to promote this site? If so, please describe.

Do you intend to keep the site updated? If so, how often?