

# I.T.S. Web and Video

## New Website & Re-design site Questionnaire/Survey

### General Information (Part A & B)

**Part A : Client Specific- Quick Questions** (so as not to scare you with in depth questions yet 😊)

1. What would you like the first glance at the site to say to the Visitor?
  - A) In other words, how would you want the visitor to feel after looking at the home page graphic design?
  - B) What do you feel would make them excited about staying here or using your entity/company?
  - C) Where is the first place you want a visitor to click and go to further within the website?
  - D) What do you feel are the Goals for your website?
  
2. What do you not like about your current website, specifically;
  - A) Graphic design/art
  - B) Is it the layout that you want or feel , or does it deviate with what you think should be the site goals?
  - C) What would you want as a general theme for your site in order to set the proper mood both visually and for your visitors knowledge gathering process as they travel thru your website?
  
3. Let's get specific here as much as possible;
  - A) In regards to the general theme ideas of the site that you mentioned in #2 above, what is wrong with the current theme and how do you feel your new theme idea would correct this and enable you to achieve your goals? Would you want help in developing a Theme Idea?
  - B) What photographs and original graphic creations could help to create or enhance this theme idea?

## Page Two

C) What competitors or other Non-Competitor websites have some similar ideas or graphics that you feel would emulate what you are trying to achieve visually?

D) What color palette or colors would you like to try?

E) What fonts do you feel would support the graphic design of the site?

4. What additional sections or widgets or functions would you want to add to the site? Why?

Examples: a Site Search Box, a Contact Form, a Category drop down menu, a Email or Newsletter Sign Up form, Videos, MP3 Player, Slideshow Boom Bar or attention getter etc.

5. What are the changes or possibly the criticisms that you have for each of the sections of the site and what do you feel might improve the way the visitor sees them or uses them?

## Part B

### General Data and Company info, Budget

**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 (for example, 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?

### Current Site

**1. Do you feel** your current site promotes a favorable user experience? Why or why not? Do you feel your site should have a more sophisticated design interface based on certain clientele you hope to acquire? More sophisticated graphic design or technology usage?

2. What specific areas of your current site do you feel are successful? Why are they successful?

3. What shortcomings exist with the current site, and what three things would you change on the site today if you could?

## Page Three

4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.

**5. How important is it to maintain** your current look and feel, logo, and branding?

### Reasons for Redesign

1. What are the main reasons you are considering a redesign of your site (new business model, outdated site, expanded services, different audience, new goals n objectives)?

**2. What are your primary** online business objectives with the site redesign? What are your **secondary** objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) **Please discuss both** long- and short-term goals.

3. What is the main business issue or 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 your 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 if appropriate.)

2. What is the primary “action” the site visitor 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 audience chooses your company’s products and/or services (cost, service, value)? i.e.: **What will, or does differentiate you from your competition?**

4. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure usage? Do you forecast usage to increase after the site launch and by how much?

### Perception

**1. 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?

## Page Four

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

**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? Is it a complete overhaul of the current site or an expansion?

**3. Describe visual elements** or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)

4. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

### Technology

1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?

**2. Are there specific technologies** (Database, E-Commerce, Flash, JavaScript, DHTML, etc.) 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, 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.

## Page Five

5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.

### Marketing/Updating

1. How do most people find out about your current website? What kind of triggers prompt a visit (referral links, incentives, search engine terms)? What methods of distributing the URL already exist within the company on and offline?

2. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6 to 12 months following launch)?

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

4. **Do you intend to keep the site updated?** If so, how often? Who is responsible for updating and providing content?

### Color Scheme/Palettes, Fonts, other graphic preferences

**1. What colors** and/or color schemes are preferred?

**2. Do any of the websites** you looked at display some of these color preferences?

**3. Are there any fonts** that you feel would enhance the website?

**4. Any fonts or** other graphic ideas that you definitely do not like?

### Additional Notes/Comments

Please take as much space as you need. (write on back)

Art Hansen, Sales & Developer, 321.750.3852  
Cape Canaveral, FL | hansenconsultant@cfl.rr.com

[www.itswebandvideo.com](http://www.itswebandvideo.com)