

## Thinking Woman Studio



Web & Graphic Design  
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### **CLIENT SURVEY OF WEB DESIGN**

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, 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 should be emailed back to Thinking Woman Studio at [info@thinkingws.com](mailto:info@thinkingws.com).

#### **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. Is this a redesign of an existing site or a new website for your business?
4. What is your intended launch date for the site? Are there any outside considerations that might affect the schedule (i.e., PR launch, tradeshow, annual report)?
5. 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?

#### **Web site Purpose**

1. What are the main reasons you want a web site or redesign?
2. What are your primary business objectives with the web site? 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 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 s/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.)

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)?

### **Perception**

1. Use a few adjectives to describe how the user should perceive the your site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?

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?

### **Marketing/Updating**

1. If this is a site redesign, how do most people find out about your current website? What methods of distributing the URL already exist within the company?  
If this is a new site, how do you plan on distributing and marketing the new site?

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

3. Do you have an existing or planned marketing strategy in mind to promote this site? 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?

## **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, and so on).
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 (if you know)?
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.

## **Marketing/Updating**

1. If this is a redesign, how do most people find out about your current website? What methods of distributing the URL already exist within the company?
2. Briefly, what are your short-term marketing plans (specifically, for the site and the 12 months following launch)?
3. Do you have an existing or planned marketing strategy in mind to promote this site or the 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?

**Additional Notes/Comments**

Please take as much space as you need.