



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 website, 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. Naturally, skip any questions that don't pertain to your project. When finished, all information should be compiled and emailed back to andy@clearleft.com. This information will form the basis of our proposal and will be a key factor in the success of your website.

General Information

1. What is the name of your company and your intended URL?
2. Describe your company in one short paragraph.
3. Describe the concept, product or service this site is intended to provide or

promote.

4. 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.

5. 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)?

6. 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?

Goals and Objectives

1. What are your primary online business objectives for the website? 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.

2. What is the main business problem you hope to solve with the website? How will you measure the success of the solution?

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

Logo

1. What specifically do you want to communicate with your logo? What kind of emotional response should the customer feel?
2. Attach logos you like and explain what it is about them you like.
3. What colors and imagery convey the personality and tone of your company and services?
4. What should the logo tagline convey?

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.)
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 will choose your company’s products and/or services (cost, service, value)?

4. How many people (as far as you can tell) do you expect to access your site on a daily, weekly, or monthly basis?

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.)

2. Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

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

4. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition?

5. Please list your competitors URLs. What do you like and dislike about your competitors website? What do you feel works well and what works badly?

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

Content

1. Have you planned your site's structure/content? If so please provide details. If not, are you seeking our help in this area?
2. Will this site use existing content? 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?
3. Approximately how many pages will your site have?
4. Describe visual elements or content that should be utilized from your current marketing materials (logo, color scheme, navigation, naming conventions, and so on).

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 have an online payment provider and merchant account set up? 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. How will most people find out about your new website (search engine, print advertising, PR, marketing material)?

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 the new site? If so, please describe.

4. How will you keep users coming back to your site? And how can you encourage your users to solicit new users?

5. What are your short-, medium-, and long-term goals to increase traffic and

awareness of your site?

6. 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.