*Client input is the foundation upon which successful web sites are built. This questionnaire will help you articulate and identify the overall goals of your site re-design, including specific questions regarding message, audience, content, look and feel, and functionality. 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.*

## General Information

1. **What is the name of your company and your current or intended URL?**

Kale & Caramel

[www.kaleandcaramel.com](http://www.kaleandcaramel.com) / [www.kaleandcaramel.tumblr.com](http://www.kaleandcaramel.tumblr.com)

1. **What is your intended launch date for the new site?**

ASAP!

1. **Do you have a specific budget range in mind for this project?**

Yes—I’d love to stay within what we’ve discussed already.

1. **Reasons for your site design or re-design?**

I want the site to offer a fuller user experience to those who come to K&C looking for recipes and inspiration. I’d like the site to be a reflection of the K&C brand: Food for all five senses.

1. **What are the main reasons you are (re)designing your site? (New business model, outdated site, expanded services, different audience, etc.)**

See above. Plus eventual expansion to kaleandcaramel.com with Five Senses Store developed within the site.

## 

## Audience/Desired Action

1. **Describe a typical user coming to your site. (include demographics, age, occupation, sex, and other relevant factors)**

The primary uniting factor will be that users are predominantly women, but the age range is quite large. There are a growing number of very young food bloggers, and since the site is on Tumblr, I may have quite a few thousand teenage readers. That said, the people who are probably using the recipes are between the ages of 25-45? That’s my best guess.

1. **What is the primary “action” the user should take when coming to your site? (purchase, become a member, search for information, contact you, etc.)**

*With this redesign:*

* Give us their email.
* Search for a yummy recipe they want to make for their next meal.
* Return to the site to comment on how much they loved the recipe and try another.
* Click to follow us on Instagram and Facebook if they’re not already.
* Share recipes with friends.

*With the ultimate redesign:*

* Explore recipes.
* End up shopping for tons of stuff at the Five Senses Store.
* Coming back at least once a week to find new recipes, use them, comment on them, and buy more goods!
* Click to follow us on Instagram and Facebook if they’re not already.
* Share recipes and items in the store with friends.

1. **What are three objectives of this site? (Most important first)**

1. Develop a platform from which K&C can grow both in followers and in its monetary value, so that it can bring in a large amount of revenue every month (by inspiring new press opportunities, sales in the Five Senses Store, collaborations with the most significant media outlets, and highly curated paid advertisers).

2. Build a community of people who are passionate about eating and learning about food that is healthy, delicious, beautiful, and sourced locally and seasonally.

3. Create a space of beauty for people to take in the sensual experience of taste and scent.

1. **What are potential ways for users to access your site?**

Click through from Instagram.

Click through from Facebook.

Click through from Tumblr. (When the site is separate from Tumblr.)

Click through from various media features (Martha Stewart, How You Glow, The Everygirl, etc.)

Google search.

## Perception

1. **Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)**

Beautiful

Elegant

Clean

Inspiring

Yummy

Luscious

Sensual

1. **How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.**

K&C is unique in its branding of food for all five senses, and its focus on food that is both healthy and indulgent. Maui is a big part of this brand identity, as it’s where I got my penchant for local/sustainably sourced foods, and my immersion in aromatherapy, herbology, flowers, and other forms of scent and taste combining. There’s a sensuous quality to the islands that I am always seeking to express in my food. It’s food that’s elegant but also close to the earth.

This will be the brand that is represented in the Five Senses Store, as well.

I’ll have to think more about competitor websites—the closest would be [www.food52.com](http://www.food52.com), because it has a store.

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

From my email:

[**www.localmilkblog.com**](http://www.localmilkblog.com/)

Almost no words in header or sidebar here—an image-based approach. Without a logo I don’t think it makes sense at this point, but I like the clean feel and the integration of social media icons.

[**call-me-cupcake.blogspot.com**](http://call-me-cupcake.blogspot.com/)

Another largely visual sidebar, but a bit more text here—I like this a lot. I wonder if we want to think about putting a picture of me up in the way we’re seeing in these two.

[**smittenkitchen.com**](http://smittenkitchen.com/)

A bit antiquated, but utilitarian.

[**www.sassy-kitchen.com**](http://www.sassy-kitchen.com/)

I like this balance—and I’d love to put both the Martha Stewart badge and an ad for Provisions (Food52’s store that I’m an affiliate of, just like she is here) up in the side bar, that seems a good idea. Maybe we don’t want a fixed sidebar? I REALLY LIKE the simplicity of RECIPES BY SEASON. We could have something almost identical.

[**mimithorisson.com**](http://mimithorisson.com/)

No sidebar! Interesting, something to think about. Definitely keeps it feeling clean.

[**www.thekitchykitchen.com**](http://www.thekitchykitchen.com/)

I met Claire earlier this week and am just checking out her blog for the first time. She’s done a phenomenal job monetizing and building her brand, and I see that she’s using the side bar for image-based promotion of specific components of the brand, and has a more extended sub-header. Also interesting.

[**www.localhaven.net**](http://www.localhaven.net/)

Also not really a sidebar, but this feels super clean to me.

## Content

1. **Will this site use existing content from the current site? If not, will you be creating content in-house or using an outside provider?**

Existing.

1. **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?**

From my email (may not be fully updated):

For look, think about a left justified version of the header here (not necessarily those lines running in, but in terms of sub headers below header, etc.) [http://www.sassy-kitchen.com](http://www.sassy-kitchen.com/)

Wondering if we should have something like

KALE & CARAMEL

*Food for all five senses*

TASTE SMELL TOUCH  SEE HEAR FIVE SENSES STORE

or

KALE & CARAMEL

*Food for all five senses*

RECIPES ABOUT PRESS INSTAGRAM SHOP

SIDEBAR

[Clickable headshot with “Meet Lily” on it?]

[Insta, FB & Tumblr Icons]

Join the K&C Community [email input field]

Recipes by Season

Spring

Summer

Fall

Winter

[Martha Stewart badge?]

Recipes by Meal

Breakfast & Brunch

Lunch & Dinner

Snacks

Food. Fast.

But I’m Cleansing!

[Provisions Food52 ad?]

Five Senses Store

Herbs

Spices

Flowers

Press

Instagram

Archive

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

Baskerville font for the body and tagline.

May preserve some of the color scheme.

KALE & CARAMEL header will remain in all caps.

Some nav elements will remain the same in name, not in layout.

I like the colors on the site currently, and even if we decide to go with a white or neutral background, I’d love to find ways to continue to use the light green and dark brown.

1. **How will the content of this site (along with functionality and navigation) expand or differ from your current site?**

Added pages for Recipes by Season and Taste & Scent (which I’m now considering making into something more like a flavor navigation guide, but that’s nothing you need to worry about now).

Added email input field.

Eventually: Added search function and Five Senses Store for e-commerce.

## Updating

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

Yes—me! It’s updated several times a week. Ultimately I hope to have a team who can do this. Perhaps first an intern or two!

## Additional Notes/Comments

*Please take as much space as you wish.*