**WEBSITE QUESTIONNAIRE**

1. What are the website‘s main objectives?
2. Easy to navigate through
3. Easy to purchase tickets
4. Easy to find answers to any questions consumers may have
5. To look pretty
6. Mobile and tablet friendly

Approximately 90% of my business is online so the website is the most important part of my business in terms of marketing/ticket sales etc. I am looking for an easy to use website that will tell people who we are and what we are all about in a clear and concise manner. Tickets should be available for purchase on every page of the website and the purchasing process should be straightforward and simple.

1. Who are the target audiences for the business?

Target audience would be southwestern Ontario (Toronto, Kitchener, Cambridge, London, etc) Buffalo NY, Rochester NY

Right now I have a lot of middle age people (50 and older) purchasing tickets however; I’m trying to appeal to younger generations 25 – 40. Ticket sales are much higher for woman than men.

I’m also interested in selling tours to hotels and businesses for corporate events (team building events) and bigger groups such as bachelorette parties, wedding parties, various tour groups

1. Describe your business’ persona (professional, fun, quirky, etc).

The business is professional (in the sense that I don’t want people to know it’s a small company – I take care of all the inquiries, phone calls/questions etc). It is a walking food and historical tour which means it’s fun and interactive as well as educational. A lot of people don’t know what a “food tour” is so the website should clearly illustrate that.

1. What do you like/dislike about your competitors’ websites? (Provide links)

There is only one competitor in Niagara – Niagara Culinary Tours [www.niagaraculinarytours.com](http://www.niagaraculinarytours.com). They are a bit different then Taste the Town Tours. Their food stops are more restaurants where as my tour is more speciality shops (jam, olive oil, cheese, gelato etc)

I really like the layout of their website (the logo at the top, with the toolbar below, and the food pictures underneath the toolbar).

I also really like their “News & Reviews” tab and am looking to place emphasis on the articles written about Taste the Town Tours on my website. Currently there is just a simple link taking consumers to the articles – I am proud of the articles and would like them to be more prominent.

1. What are some key items/features you’d like included in the website?
2. Photo Gallery is currently really lacking – I’d like to make the gallery more appealing
3. News & Media Tab – I’d like to see more emphasis on the articles and make it visually more appealing than just a simple link (which is what is there now)
4. The pictures of food should be bigger and appealing – I think I’ll have to purchase some pictures to use – they should look professional as well
5. The Contact Form I currently have is good except I get a lot of spam emails
6. I like the font I have now on my website so I’d like to keep it the same if possible
7. Mobile Friendly
8. There should be a “Partners of Taste the Town” page or something similar to this – I want to list all my food vendors here as well as various hotels, businesses etc that we are working with to build packages etc. All of the vendors logos and websites should be available for consumers to click on
9. Will you use the same content from the existing site, or update?

The content will be the same for the most part. I am currently working on hosting events through Taste the Town (rooftop yoga with wine and cheese) and a night of painting with an artist with some appetizers and wine that will need to be incorporated on the website and social media once they are finalized.

1. How often will content be updated? Who will do so?

The content gets updated a few times a season (for new events and such). The tour season changes from year to year (last year was April this year is May) and it ends depending on weather conditions so this has to get updated as well. The majority of the content does not change. I currently do the updates on my website by logging in and changing it. I would like the option to still go in myself to make these quick easy changes.

1. What do you want your customer to accomplish when visiting your

website?

I want the consumers to know what it is they are booking (2.5 hour walking food and historical tour) and find the overall booking experience easy. People should not be discouraged when booking because there are too many steps to the process etc. Right now you can book online through the website (Brown Paper Tickets) or by calling BPT directly.

1. How are you different than your competitors?

We offer discounts and coupons to our customers in hope they revisit our vendors and purchase their products or eat at their restaurants. We offer promotions every month where they can win gift certificates for the tour by engaging in social media – writing a review on trip advisor, posting stuff on facebook/ twitter etc

1. Will you maintain the same colour scheme as the existing website?

I do like the current colour scheme – white with light purple and the accent of the lime green in my logo

1. Do most users use computers or mobile devices to access your site?

I am not sure but I know a lot of people are starting to use mobile devices and tablets more because people have called and said they can’t book tickets from their phones or tablets.

1. Do you need database functionality?

What is database functionality? Does that mean access google optimization? Currently my website tracks users (age, sex, location) etc. and this is important to me. I need to be able to continue to track demographics etc through my website.

1. Who will be my primary point of contact for this project?

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1. Who will sign off on the website when completed?

Me!

1. What is the project deadline?

The tour season begins Friday May 1st but it doesn’t need to be ready by then. I have tickets for sale on my current website and keeping ticket sales going is the most important thing.

1. Who is currently hosting the website? Will that change?

Go Daddy – this will not change

The cost of this project in its current scope is $100. I do offer additional

services to supplement and enhance the effect of the website. They

include:

1. Full design – includes information architecture, colour scheme, and font

selection

Yes – I would like this

1. Digital marketing strategy – properly utilize social media and content

creation to increase business

Yes to social mediation

1. Implement superior ticketing system

Yes to superior ticketing system

1. Improved and intuitive contact form

Contact form I have now is good but I get a lot of spam emails

1. Ongoing support – includes updating content, information, and media

I will probably require some ongoing support. I can update the content portion if you tell me how to – but in terms of new promotions and offers those will need to be updated on an going basis