

Market Analysis

Directions: A quality web site effectively communicates someone's message to an audience. Replying to the questions on this Market Analysis will give you a chance to consider how best to communicate your client's message. First, some terms need defining: 1. *the client* refers to the person you have arranged to make a web site for, 2. *the customer* is the visitor that will access the site you build to get information.

Profile of the Client's Company or Organization:

1. Company or organization name:
 2. Products or services performed:
 3. URL (if client already has a site):
 4. Client's mission statement (brief paragraph summarizing their mission, i.e., what they do and for whom and why):
 5. Client's goals in having a website:

6. Draw a sketch of the company or organization logo:

Customer profile:

1. Predominant Gender: _____ % male, _____ % female

2. Age (Check all ranges that apply):

- 12 and under
- 13 – 18
- 19 – 29
- 30 – 59
- 60 – older

3. How would you characterize the level of education that the average customer has attained? Check as many as apply.

- Attending high school
- High school graduate
- Received vocational or technical certification
- B.A. or B.S.
- Masters degree
- PhD

4. On a 10-point scale related to income, what income level typifies the average customer who would use this site?

1 5 10

To assist with the above question, consider the following definitions for points 1, 5, and 10 on the scale:

- 1** - Customers that may or may not have computers in the home let alone an internet connection, no disposable income, only willing to buy if it is a necessity and a bargain
- 5** - Customers with modem connections (possibly high speed connections), possibly more than one computer, can afford to buy the products but only after comparison shopping
- 10** - Customers with fast speed connections, likely more than one computer, can afford to buy the products even on impulse

5. What other types of web sites would also interest the typical customers visiting this site (consider hobbies, sports, organizations)?
6. What expectations will they have before they arrive at your site? In other words, what do they hope to find at your site?
7. What types of gimmicks (give-a-ways, games, galleries, etc) would attract this person?
8. List the search terms that would most likely attract the target consumer via a web search (include at least a dozen).