

## THE CLIENT SURVEY

### Site Plan – Web Design

#### 1) General Information – just the basics

Your Hosting Service:

Good question

Your Website Idea:

To give the customer their choice of multiple different affirmative expressions so that they can feel loved and appreciated. You can even hire a friend for yourself or someone else!

Service or product that will be sold:

Compliments, Hi-Fives, Fist-Bumps, hanging out, etc. It will be understood that they must live near a representative to acquire those things that physical contact, and therefore a “local” business. These services can be purchased on behalf of another (which is expected to be the main use of our services) kind of like a singing-gram. Maybe you just need someone to talk to (we have a confidentiality policy).

Proposed topics (at least three but you can list more) that your website will cover

1. There will be a page dedicated to explaining others self-worth, presented to help them realize how incredible they are even without purchasing our services.
2. The benefits that come from social interaction and positive thinking.
3. How to meet people and make friends (in other words, don’t just mope around but find someone that can give you these services for free!).

Current URL (or desired URL):

<https://friendsandfistbumps.com>

## 2) Who?

Who is your customer/target audience? Describe your target audience (age range, education level...)

Young adults, perhaps teens (would require the hiring of teen employees to avoid potential legal issues in some cases). Most likely they will be in the middle of college or just out of high school.

## 3) Value

Why do your customers need you? What is your most important benefit (to the customer not you)?

Positive affirmation. We are there to sincerely help others have a better day or feel better about themselves.

What do you offer that is different from your competition?

Because of our screening of all our employees, our clients can be assured that they will receive only the best service. Because of individual needs, we understand that one's expectations may be different than what we normally offer, and therefore we also offer the option to personalize your service (disclaimer: not available for all services).

How do (will) customers use your site? What are their goals?

They can learn more about how positive affirmation towards others can change lives, and also to obtain our services through a selection of options. Most customers will be searching for a creative way to tell a friend they are awesome (by sending us) or to help themselves feel needed (because they are, they are important to us and it's not because of money either).

## 4) Perception

What do you want to project about your company, your department, your project?

That we truly care about others, and that everyone deserves to be loved.

List adjectives describing how you want visitors to perceive your website.

Happy, joyful, bright, informative, helpful, sincere, etc.

List URLs of sites you like. What do you like about these sites?

Uhhh.....

## 5) Content

Do you have existing content for the site or will you create new content? Who will write the new content?

Will create. Me?

Any visuals or content you want to use from existing resources (logo, color scheme, navigation, naming conventions, etc.)?

Good question.

## 6) Technology

Any specific technologies you would like to use in your site? (Flash, AJAX, etc) If so, explain how they will enhance the user experience.

Possible Flash.

Any required database functionality (dynamic content generation, personalization, login...)?

.....?

Need for secured transactions? (like online shopping)

Yes.

Any additional programming requirements? (like search functionality)

Wouldn't be a bad thing.

## 7) Marketing

How do people find out about your website? What prompts a visit (referral links, incentives, search engine terms)? How will you distribute the URL within your organization and on and offline?

Referrals, advertising, search engines. Not sure.

Do you have a marketing strategy in mind to promote this project? If yes, describe it.

Local advertising involving free hugs.

## 8) Updating

How do you plan to keep the content on the site current and updated?

Diligence.

How often should content change on your site?

As culture changes and as new services become available.

Who is responsible for updating and providing content?

Me, I guess.

What software will they use to keep the site updated?

Not sure yet.