# Questionnaires for Web Site Development

# Bryan Barrows (draft 1)

1. What are your goals of the Web site?

To attract and inform potential customers for my guitar teaching business.

1. Who will be the audience? Primary and secondary. What hardware, software, and Internet connection do they have? E.g. if the target audience use Mozilla Web browser on Macs with 56K speed modem, it should mean something for designing the Web site.

My primary audience will be people seeking guitar lessons in the Seattle area. I think I’d like to have a desktop version be the primary design, because I could include more media, lesson previews, longer lists of terms for lessons, potentially a calendar eventually, etc.

My secondary audience will be the inevitable google searches coming from mobile devices. For them, I will probably want a simple page with an enticing few reasons to take lessons with me (intro deal? call to action?) as well as a simple form to contact. Simpler will be better and I’ll simply want them to CONTACT me so that I can try to sell them further on a package of lessons.

1. What do you want the audience to think or do after visiting the Web site?

I will need to somehow prove my ability or credentials, I think, in order to build enough confidence to get the audience to take a chance on my service. Additionally, I will want content that makes people excited, wanting to do what I’m doing… i.e. a lot of people want to learn Jimi Hendrix licks, so I could include a few of the most famous beginners parts free, then show off a bit to demonstrate the range of ability. However, I don’t want to have too much going on either, it will be a tough balance.

1. What is the current impression or image of your organization?

There is very little knowledge that I give lessons except among friends and people whom I give my card to in person. If I want to build my clientele, I will need to reach more people, so I need to make some kind of impression.

1. What is the challenge?

One challenge is that there are a LOT of other teachers in the area, a lot of whom are admittedly better and more experienced players, etc. The trick is how do I differentiate myself and my offering in the market, what effort to appeal to customers could I try that others are not?

1. What have you tried?

I haven’t done a ton so far, but I think based on my experience, a lot of people get “bogged down” learning an instrument, because it takes a lot of time to get to the point where they can play a song they like for their friends, etc. I think that maybe by focusing on the idea of starting a band, getting gigs, learning to use garageband in addition to playing, etc, it could be a unique sell.

1. What contents? Graphic, text, multimedia…. Who is going to supply them?

I will try to find adobe stock or other affordable images, as well as perhaps designing my own or using my own photos. If possible, I will borrow things from google images. I can write my own text, and if needed, take videos of myself playing.

1. How much interactivity do you need or want?

Though it would be great to eventually have interaction such as a calendar, or Skype lessons, etc, the basic need of the site is to provide awareness of my service and different avenues for contacting me.

1. When is the deadline? To meet the deadline, what are the deadlines for individual processes?

The final deadline is Wednesday, August 17th, per Mr. Moh. I’m sure there will be “partial” deadlines along the way to gauge progress and provide a chance to rethink initial designs. There is a first draft due Aug 6th, which this is part of, along with a Project Notebook and initial draft template pages. The following week, we will need to provide an updated Project Notebook along with all materials gathered for the development of the project site.

1. What aspects do you like and dislike about the current Web page?

I don’t have a current webpage, the one I had was a Facebook page and I want something more unique that will draw in customers.

1. Do you want to update the current page or create a new one?

I want to create a new one, but I also want to be realistic about my abilities, time requirements, and create something great that will be within the realm of possibility for me.

1. Do you want to keep the current page and make a link to the new page?

Perhaps… I may want to create social media accounts/presence and link to those accounts from my page.

1. What other design aspects do you want to incorporate? E.g. Web site designs that you like.

I’m a fan of minimalism and want to figure out how to combine some of the complex ideas I have (include enough media/videos, make it *somewhat* “flashy”, but still have it be extremely simple, leading you exactly to my call to action, etc.

1. Prototypes. You may need to create prototype Web sites to get the feedback. How many? When?

It appears as though the only time I need to submit the site for peer review is on the final due date (Due Aug 17th) with my own peer reviews due by Aug 19th.

1. How does the audience reach the Web site? Cable, telephone, DSL, Ethernet…

Via cable, wifi, 4G, LTE, mobile networks, etc.

1. Color schemes?

I’ve always liked black and green. Maybe Seahawks colors though…

1. Plan for marketing the site

Will want to include a lot of metadata such as keywords that are relevant to potential google searches I would want to appear in. Maybe I could also include a mailing list sign up… I would also include it on whatever physical advertising materials I had, and probably continue to list ads on craigslist, etc, with the intention of pointing people to the site. Additionally, any videos which I make for the site could be hosted on youtube and used to push more traffic to my site as well (visit for a free bonus lesson, ten free tips, etc…)