Client Interview Plan

1. General information
   1. Please list 5 (or more) adjectives that you think describe your company or should describe your company in order of relevance / importance. (women, active, young, hydrated, health)
   2. Who are your customers or your clients? (You stated running, cycling, hiking, adventure racing, kayaking, golfing, or traveling but is there a more focused niche, like an economic class short or long duration athletes)
   3. Tell us more what you think about your product or service and what makes it good? (You said ease of use, convenience, and healthy alternative, but are there other aspects that may interest customers like taste or aroma?)
2. Nuun website
   1. What do you like most and least about the website? (We were wondering if the bubble animation should be applied to other pages. And possibly thinking about having a bubble animation hidden deep within the page that links to a coupon or other hidden Easter egg.)
   2. How are you marketing your business? (We see the celebrity endorsements, but what best excites the customers? This will help us know what to focus on like convenience, endorsements, factual comparative hydration information, etc.)
   3. What type of audio/video would you like? (We noticed you have only a few videos, so we’re thinking we should probably just stick to photos, and what about Alka-Seltzer sounds?)
   4. It seems that the site colors match the product colors, would you prefer we mimic the Nuun website colors or can we incorporate a difference scheme. For example, dark Gatorade style, bright vitamin water, or a plain v8 tone. Some colors also make it hard to read the white text within.)
   5. We noticed there are 3 links on the home page to the shop section, is that on purpose? Anything else that needs to be emphasized? (Testimonials, science)
   6. The various sports were dispersed throughout, should there be a specific sports section?
   7. Is there a specific social site we should focus on whether it’s Twitter or Facebook?
3. Competitor websites
   1. 2 competitor websites you like
   2. 2 non competitor websites you like.
   3. What are the competitive advantages and disadvantages? (hydration, taste tests, etc. )
   4. Websites you don’t like and why.
4. Closing information
   1. Anything we should avoid including in the site? (flash, splash page, certain colors?)
   2. What theme/feel or design style or combination thereof would you like? (professional, artistic, classy, fun, cutting-edge, simple or fancy)
   3. How should we contact you and how available will you be?