**Client Questionnaire**

**Oklahoma Women in STEM Websites**

**About You**

1. What are the main reasons for developing a new website?  
     
   **To create a website for Oklahoma Women in STEM, a nonprofit organization acting as a clearinghouse to gather and share women and minority STEM related activities in the state. The websites also will serve as an advocacy group working with Policymakers, Businesses, and Education to bring attention to develop and support women and minority in STEM pathways and to sustain employment/close the skills gaps**
2. In order of importance (most important first), what are the business objectives for your site? (eg. Improving sales rate, increase customer satisfaction, reduce time searching)

**Clearinghouse, Advocacy, Information sharing, on stop shop to access all current and future women and minority STEM activities statewide, membership,**

1. What will be the measure for success? (eg, 20% increase in sales)  
     
   **How many hits to the Webpages number of membership, Blog responses,** **Fundraising**
2. What are you hoping to achieve?  
     
   **To make Oklahoma a pioneer state supporting Women and Minority in STEM through sensible policies and create a seamless bridge among constituents to work collaboratively to create pathways to Educate, Employ, and Sustain women and minority in STEM workforce**

**Your Users**

1. Who’s visiting your site? Describe the different types of visitors to your website in as much detail as possible.  
     
   **Legislators, Policymakers, Business both public and private, Education: K-12, Career Technologies, and Higher Education, Communities, National and International constituents**
2. How do you think the audience currently perceives your company and the services you offer?  
     
   **Very supportive and hoping for exponential expansion**
3. What do you imagine people using the site for? What will they want to do there?

**Access and seize STEM related opportunities, encourage more women and minorities pursue STEM related education and workforce, Business support, state their opinions, communicate and grow the STEM workforce of women and minorities in their communities**

**Design Concept**

1. People are coming to your new site for the first time. How do you want them to feel about your company?  
     
   **I am so happy to see someone working to increase women in STEM in Oklahoma.**

**Such as great grassroots initiative working with Policymakers to create sustainable pathways for women and minorities interested to pursue STEM areas.**

**Our state needs a top-down support to encourage, value and support Oklahoma Women in STEM**

1. Why will people choose your site over others?  
     
   **This is a clearinghouse website so it is possible to position itself as one stop shop**
2. Outline any ideas for features you have for the site:  
     
   **About, Partnership, Advocacy, Events, Fundraising, Research Articles, Success Stories, blog,**

1. How do these features support your business goals and the goals of your user?  
     
   **Increases attention and creates top-down statewide supports for Oklahoma Women and Minority in STEM education and workforce**
2. Tell us a bit about your competition. Who are the leaders in your industry (include their website addresses)?  
     
   **This website will serve to create seamless bridge among all women and minorities STEM-related website and I really do not see competitors but more collaborators**
3. What do you believe works well for your competitors websites? What doesn’t work well?  
     
   **N/A**
4. Leaving your competitors aside, have you seen any sites recently that you have liked the visual design of? What did you like about it? (If you can’t think of any, have a look through [Unmatched Style](http://unmatchedstyle.com/gallery) and/or [Media Queries](http://mediaqueri.es/) for a gallery of good lookin’ websites strutting their stuff)   
     
   [**http://okwomenintech.org/**](http://okwomenintech.org/)**: Easy to navigate**

[**http://mediaqueri.es/twg/**](http://mediaqueri.es/twg/)**: Pipeline**

[**http://www.stemeast.org/**](http://www.stemeast.org/)**: Seamless Collaborations among stakeholder**

[**http://unmatchedstyle.com/gallery/jaco-analytics.php**](http://unmatchedstyle.com/gallery/jaco-analytics.php)**: Upbeat**

[**http://mediaqueri.es/twg/**](http://mediaqueri.es/twg/)**: Community**

1. Let’s briefly talk about content. Aside from features we discussed above, what else do you want your site to do?  
     
   **Content encouraging stakeholders to support women and minorities in STEM and sustain its expansion through policy and incentives**

**Additional Comments**

We’ve tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information that you believe might be helpful.

**Really none at the present time but we will have some or many through the process.**

**Thank you so much for your support,**

**Saeed**