**Website Discovery Questionnaire**

Please fill out the form below to the best of your ability. If there are questions or areas that you feel don’t pertain to your project, please enter N/A. If you’re unsure how to answer the question, please enter a (?).

1. **Contact Details**

|  |  |
| --- | --- |
| Company Name | Miller Designs |
| Company tagline or overall subject matter | Making your dream designs a reality |

1. **Organizational Background**

|  |  |
| --- | --- |
| 1. What is unique about your business? | I’m willing to go above and beyond for a good project at a good price. |
| 1. What do you sell/promote? | Web/graphic design and development |
| 1. Describe the marketing strategy of your business. | Promote greater personalization than most other developers |
| 1. Why are these the best strategies? | Advertising greater control of the final product gives the customer a stronger feeling that they will be satisfied with the outcome |
| 1. Describe your company in **four** words. | Integrity Professional Personal |
| 1. Why do people want or need your products or services? | Every company needs a website in today’s environment. |
| 1. What do you want them to think? | That I’ll do my best work for them as long as I’m paid as expected. |
| 1. Who are your best customers (not by company names, but by type of business or customer profile)? | Entrepreneurs |

1. **Website Goals and Objectives**

|  |  |
| --- | --- |
| 1. What is your primary reason for having a website? | Select all that apply or provide feedback. |
| * 1. Entertainment |  |
| * 1. Increase public awareness of company name, brand or identity | x |
| * 1. Reduce customer service calls |  |
| * 1. Increase prospective customer base | x |
| * 1. Sell products directly over the Internet with credit card |  |
| * 1. Promote products and/or services | x |
| * 1. Increase sales | x |
| * 1. Improve internal communications |  |
| * 1. Gather data | x |
| * 1. Make product/service information available to customers and/or distributors |  |
| * 1. Other (please describe) |  |
| 1. What is the first key message every visitor should take away when visiting your site? | That I am hard working and want to earn their business. |
| 1. What will determine your website’s success? | Good examples of past work as well as describing available services |
| 1. Is there any “Call to Action” we want people to be aware of before they leave the site (download a file, sign up for a newsletter, buy something, book an appointment?) | Contact me today for a free quote! |
| 1. Are there any special offers? How will we encourage the visitor to take that action? | Buy one website and get a second at a reduced cost. |

1. **Target Audience**

|  |  |
| --- | --- |
| 1. What audience are you targeting with your website? (age, gender, interests, income, occupation, education, etc.) | Entrepreneurs in their 20’s-50’s |
| 1. Is your audience internal or external? | External |
| 1. Is your audience local, national or international? | National |
| 1. What type of computer and which browser will your user most likely use? | Most likely PC with Chrome |
| 1. Where will they access your site? | Laptop or phone |
| 1. What is their level of computer experience? | Little to none |
| 1. Who would you like your visitors to be? | Anyone with income who needs a website or graphic |
| 1. What do you want site visitors to be able to do when they come to your site? | See my past work to get an idea of what they can expect and to see the services I offer |
| 1. Any special needs of these visitors? (eyesight, language, mobility, reading level, blind, poor vision) | This is possible so by using semantic HTML along with proper labels, most of these issues should be addressed |
| 1. Predominant language spoken: | English |
| 1. If you were one of your potential site visitors, why would you visit your site? | Having the need for a website or logo. |
| 1. What would you like your visitors to gain from visiting your site? | The knowledge of the product I can produce |
| 1. What do you want them to think? | That I’m professional and competent |
| 1. Are there any “secondary audiences” for your site? (Job seekers? Board Members?) | none |
| 1. How technically savvy is your average visitor? | Minimal experience |
| 1. How often is your typical visitor online and what do they generally use the Web for? | Daily usage for research or products |
| 1. Describe the path your typical user will take on your site? What will they look for first? | My past work and pricing |
| 1. How will your users find you? What keywords would someone type into a search engine to find you? | Web, design, developer, graphic, html |

1. **Content and Functionality (Section E: Think of this as if you were to continue developing this site beyond this course)**

|  |  |
| --- | --- |
| 1. Have you developed a content strategy or content outline for the site? | Yes |
| 1. How often will the website need to be updated? |  |
| * 1. Daily |  |
| * 1. Weekly |  |
| * 1. Monthly | x |
| * 1. Quarterly |  |
| * 1. Annually |  |
| 1. What content do you want on your website, either now or in the future? |  |
| * 1. Home | x |
| * 1. “About Us” Company Profile | x |
| * 1. Contact Us | x |
| * 1. Map and/or location finder |  |
| * 1. List of products or services | x |
| * 1. Client list |  |
| * 1. User guidelines |  |
| * 1. Catalog, including details | x |
| * 1. Ability to place orders |  |
| * 1. Ability to make payments | x |
| * 1. Ability to book reservations, appointments | x |
| * 1. Calendar |  |
| * 1. Guestbook |  |
| * 1. Photo Gallery | x |
| * 1. Partners/Alliances |  |
| * 1. Event Registration Form |  |
| * 1. Site map | x |
| * 1. Business information | x |
| * 1. Testimonials | x |
| * 1. Case Studies |  |
| * 1. Project Portfolio | x |
| * 1. Articles |  |
| * 1. Contact Details |  |
| * 1. Inquiry forms/e-mails | x |
| * 1. Mailing list subscription form |  |
| * 1. Email list subscription form |  |
| * 1. News |  |
| * 1. Newsletter subscription |  |
| * 1. Press clippings, press releases |  |
| * 1. What’s new on the site |  |
| * 1. Interactive forms | x |
| * 1. Search option within site | x |
| * 1. Downloadable forms (PDF) |  |
| * 1. Links to other sites |  |
| * 1. E-books |  |
| * 1. Blog |  |
| * 1. Other |  |

1. **Design**

|  |  |
| --- | --- |
| 1. Will the website reinforce an existing branding or marketing strategy? | N/A |
| 1. Are there any adjectives that describe the look you are interested in? | N/A |
| 1. Does your organization have a branding guidelines manual? | N/A |
| 1. Is there a preferred color palette that should be adhered to? | Not as of yet |
| 1. Do you have an existing logo? If so, please attach in .ai, eps, .jpg or .gif formats (all that you have) | Yes |
| 1. Do you have a preferred font for headings? | Lato |

1. **Competitor Information, Sites liked and disliked**

|  |  |
| --- | --- |
| 1. Who are your competitors/similar organizations? Please list 3-5 site names and web addresses. | <http://ianlunn.co.uk/>  <http://mattfarley.ca/>  https://caferati.me/ |
| 1. What do you have/offer that your competition doesn’t. | Customer has more influence over the design and receives a more personal approach. |
| 1. Why should customers choose your products or services over others? | My need to succeed and produce a professional product that the customer would approve. |
| 1. Strengths of organization? | Need to succeed. Personalization. |
| 1. Weaknesses? | Limited experience |
| 1. Are there any websites that you particularly like or would like to emulate in some way? | N/A This would be wrong to emulate another developer’s portfolio. |
| * 1. Please list 3-5 web addresses and note what you like about them. |  |

1. **Timeline and Site Constraints**

|  |  |
| --- | --- |
| 1. Have you previously been involved in website planning or design? | In several ASU classes |
| 1. Is there a deadline we are trying to meet? | End of semester |
| 1. Are there any specific legal concerns? | Copyright infringement |
| 1. Technical or design constraints? | N/A |