

# Client Survey

Please complete all aspects of this survey thoroughly. Failure to do so may lead to misinterpretation of client needs which can result in extended project times and cost for both client and designer.

Email \*

johndoe@greatescapes.com

## CONTACT INFO (Section 1 of 7)

Contact Person Name

John Doe

Contact Person Title

Owner

Contact Person Email Address

johndoe@greatescapes.com

Contact Person Phone Number

123-456-7890

Contact Person has FINAL APPROVAL of the following project areas

☐ Design (logos, images, colors, navigation, etc.)

☒ Technology (database, security, technical issues, etc.)

☒ Marketing (social media, url distribution, offline marketing, etc.)

☒ Other: anything other than design (jane doe)

Would you like to add a second contact person?

☒ Yes

☐ No

## SECOND CONTACT INFO (Section 1 of 7)

Second Contact Person Name

Jane Doe

Second Contact Person Title

Activities Coordinator

Second Contact Person Email Address

janedoe@greatescapes.com

Second Contact Person Phone Number

098-765-4321

Second Contact Person has FINAL APPROVAL of the following project areas

☒ Design (logos, images, colors, navigation, etc.)

☐ Technology (database, security, technical issues, etc.)

☐ Marketing (social media, url distribution, offline marketing, etc.)

☐ Other: .....

## COMPANY/BUSINESS INFO (Section 2 of 7)

Company/Business Name

Great Escapes of Central Texas - Killeen, Tx

Company/Business Web Address (url)

<https://www.greatescapekilleen.com/>

Company/Business Description

Great Escape of Central Texas - Killeen is a live action adventure game in which players are placed in a room and have to use elements of that room to solve a series of puzzles to escape or solve the mystery within a set time limit. Games are set in a variety of fictional locations and scenarios. You'll only have your teammates and your combined wits to solve the puzzles and the mysteries inside the room! An experience that encourages teamwork and stimulates the creative brain in a fun and exciting environment!

### Company/Business Years of Operation

☐ 0-1

☒ 2-5

☐ 6-10

☐ 11-20

☐ 20+

### Company/Business Size

about 2,000 visitors each year

### Typical Customer Description

18-25 active duty soldiers & civilians

### Who Are Your Company/Business Competitors?

On base activities (bowling, movie theatre), and home game systems such as x-box & playstation. We also have a growing number of large business groups for team building

## CUSTOMER PREFERENCES (Section 3 of 7)

### What is your company's Mission/Vision?

MISSION-TO DESIGN AND DELIVER EPIC INTERACTIVE EXPERIENCES FOR EVERY SINGLE GUEST.

VISION-To define and dominate the escape game industry and disrupt the world of entertainment.

What are 3-5 goals you have for this project?

1. optimized graphics and/or iconography
  2. improved calls-to-action
  3. a new, more modern look and feel
- 

On a scale of 1 to 5, how would you rate the importance of QUALITY for completion of this project.

	1	2	3	4	5	
least important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	most important

On a scale of 1 to 5, how would you rate the importance of SPEED for completion of this project.

	1	2	3	4	5	
least important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	most important

If necessary, would you feel comfortable if a designer/developer was contracted or outsourced for a section of the project?

- ☐ Yes
- ☐ No
- ☒ Maybe

List up to 3 websites that you would like to see elements of within your company/business site. Explain what you like about each website included.

<https://theescapegame.com/team-building-resources/mission-vision-and-values/>

I like that this site uses real customer experience pictures & social media posts. Also I would like to see about taking our business to virtual team building experiences. This site has a great step by step informational page for this.

<https://wildlydifferent.com>

I would like to incorporate our escape room experience virtually and I love the pop-up discount opportunity that pops up (but can be exited easily if they choose).

<https://www.trappedrgv.com/>

I like the modern logo and flow of this website.

#### EXISTING WEB SITE INFO (Section 4 of 7)

What aspects (if any) of your existing web site are you interested in keeping the same?

- ☒ Color Scheme
- ☐ Logo
- ☐ Navigation
- ☐ Site Map
- ☐ Database
- ☐ E-commerce (sales)
- ☐ No Existing Web Site

Please share any preferences you may have in regards to color, logos, navigation, databases, etc.

I would like to keep our video and graphics (except logo). However, they are very crowded and would like to see those graphics flow a lot better through out our site. Escape room videos would have to stay as well.

#### PROJECT INFO (Section 5 of 7)

Target Launch Date

MM DD YYYY

11 / 22 / 2021

Project Deadline

MM DD YYYY

11 / 08 / 2021

Project Progress Updates

- ☐ Daily
- ☒ Weekly
- ☐ Quarterly
- ☐ Issues/Concerns Only

Client Budget Range

8,000-10,000

### Payment Preference

☐ Credit Card

☒ Check

☐ Purchase Order

☐ Cash

☐ Other: .....

### WEB DESIGNER SUPPORT (Section 6 of 7)

Are you interested in additional design information for your company/business?

☐ Business Cards

☒ Logos

☒ Graphics

☐ No, I am not interested

☒ Other: Graphics for logo and other areas needed to enhance site .....

Are you interested in services to market and/or update your business?

☒ Yes

☐ No

☐ Maybe

### MARKETING (Section 6 of 7)



Do you have an existing marketing plan or strategy in place to promote the redesign of website?

☐ Yes

☒ No

What are your company's short term (first year) marketing goals after the website redesign is launched?

We currently share on facebook, yelp, trip advisor, twitter and instagram

How do most people learn about your website?

see above. Also, we get a lot of families that experienced our escape rooms through team building visits from local job agencies.

Do you have someone responsible for keeping the site updated with new content?

☒ Yes

☐ No

#### ADDITIONAL NOTES/COMMENTS (Section 7 of 7)

Please add any additional information you would like me to know that was not discussed in this survey or that you would like to elaborate on.

Jane Doe will keep up with social media posts, but we would like to see how we can be more consistent with marketing on social media.

