Website Project Questionnaire

Project domain name: japanhomeland-security.jp

# **General Questions**

1. Please provide a short description of your company/organization:

Japan Homeland Security Corporation (JHSC) is a security company and part of a global network of companies established for the purpose of research and development of high performance security products and solutions for Japan Market.

* 1. Where is your organization registered?

Japan Homeland Security Corporation

Crane Toranomon Building 4F

3-20-5 Toranomon, Minato-ku

Tokyo 105-0001

1. Is this project a new project or an evolution/revamping of an existing project?

Ans: It is an evolution of an existing project.

1. Do you have an expected finishing date for this project?

Ans: Yes, would like to go live end of July if possible.

1. What are the resources (people, server environment, visual assets) within your organization dedicated to this project?

Ans: People, server environment etc.

# **Objectives & Audiences**

1. Who are the main target audiences of the project, and what do you know about their respective profiles and online/offline behaviors? (ie: Where do they live? How often would they interact with your project? Which social networks do they use? How old are they, what do they do for a living? etc.)

Ans: Law Enforcement, Defense and other industries. We interact with our market on a regular basis. I do not know their online/offline behaviors.

1. What are the main goals of this project? (ie. Increase in sales, increase in site visitors, increased brand recognition, increased customer loyalty, etc.)

Ans: Product and Service Awareness, Public Education, Customer Loyalty etc

1. Who is your main competition?

Competitor name - website url

Ans: N/A

1. How do you differentiate yourself from your competition?

Ans: The products and Services we offer as a company are unmatched in Japan

**User flow and user experience**

1. Do you have a site map ready for your project?

Ans: In development

1. Do you have user flows and wireframes ready for your project?

Ans: Please explain what you mean by user flows and wireframes

# **Design**

1. Do you have official branding guidelines for this project? (ie: Logo, visual identity, web stylesheet, color palette) Ans: Yes
   1. If so, please provide attach the guidelines documents when you send back the questionnaire Ans: You already have our logo
   2. If you don’t, would you like us to include the creation of a branding guide lines in the project? Ans: branding guidelines open for consideration. Please let know what you have in mind
2. What type of feelings would you like to convey with your site design? (ie: professionalism, reliability, friendliness, etc)

Ans: Professionalism, loyalty, reliability and friendliness

1. What is the most important feature/piece of information a user might like to see when they first visit your site?
2. How would you like your site visitors to react when they first see the site?
3. Ans: Wow!!!
4. What are other sites that you like either in your industry or not? What do you like about each?

**Technical**

1. Do you have detailed technical specifications for your project?

Ans: What do you mean?

* 1. If so, please provide attach the specifications documents it when you send back the questionnaire
  2. If you don’t, do you have someone in your organization able to write these technical specifications or do you need assistance?

1. What are the features your project will include:
   1. Content Management System
   2. Blog
   3. Shopping cart and online payment
   4. Multiple languages
   5. Advanced search features
   6. Web form
   7. Social media integration
   8. Newsletter integration (ie MailChimp)
   9. Other
2. Do you have a test server environment for your project? If you don’t, do you need support to set one up?

Ans: You know best

# **Content**

* + - 1. Is your content ready for your site?

Ans: No

* If not, when do you think if will be ready?
  + - 1. How many different languages would you like to have?

Ans: English and Japanese

* + - 1. Do you have photographs ready for your site?

Ans: No

**Final Words**

Thank you, we are done.