Structures Unlimited Client Q&A

Generally speaking, who is your audience? What type of person uses your site?

- Architects, contractors, or developers mostly

- Usually older, established businessmen or women

And what age group would you guess these people might fall in?

- Guessing about 35 - 60

What would you guess are the 3 most popular goals a user has on your site?

- Locate contact info

- Learn what services we offer

- See what other projects we have done

Where in your day-to-day do you have the most communication with clients? And how does a potential client usually contact you?

- Email is by far the most popular, sometimes by phone

- Potential clients usually find out about us through word of mouth, but we believe that sometimes they find us through local necessity (a search for an engineer in the area)

So far we could guess that a typical user would most likely not be interacting with you site while they are 'on-the-go' - they would probably be in an office and might have already made a decision to seek you out (not on a whim per say)?

- Correct

What problems do you personally have with your site? What are some areas you would like to see improved?

- I would like to make it clear who we are and what we do

- Also, I would like the contact info updated and in a more logical place

- I would also like to show-off our past projects in a better way. I am proud of our past work and would like to see that reflected.

- Going off that, the About Us section is pretty sparse

Are there anything other personal goals you have for the site? By that I mean is there anything intangible that you envision for the site?

- We have always thought that the look of the website is very bland and amateur, it would be nice to have a more professional look