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# Customer Survey

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*Company Name:*

*URL(if applicable):*

*Intended Launch Date:*

*Budget:*

*What type of phases or steps can this project be divided into to accommodate budget and timing constraints?*

*What outside or additional considerations might affect the project plan? (ie. PR Launch, Trade Show, Annual Report):*

*Who will the primary contacts be on this project?*

Name	Title	Email	Phone
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*Who has final approval of this project?*

Name	Title	Email	Phone
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## **Current Site: (if applicable)**

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*What type of user or customer experience does your current site promote?*

*What specific areas of your current site are successful?*

*What specific areas of your current site are not successful?*

*What type of user testing, visitor feedback or research has been done on your current site and what were the results?*

*Will you be maintaining your current look and feel and branding or going in a new direction?*

*Is there any additional information?*

## Reasons for Redesign

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*Why are you redesigning your site?*

*What are your long and short term online business objectives?*

Long Term

Short Term

*What business problem are you hoping to solve with the site redesign and how will you measure the success of the solution?*

*What existing business strategy is currently in place to meet the new business objectives?*

*Is there any additional information?*

## Audience/Action

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*Who is your Primary targeted online customer?*

How often are they online

How knowledgeable online are they

Age Range

Demographics

Occupation

Income Level

Purchasing Habits

*Who is your Secondary targeted online customer?*

How often are they online

How knowledgeable online are they

Age Range

Demographics

Occupation

Income Level

Purchasing Habits

*What is the primary “action” the site visitor should take when coming to your site? (ie, make a purchase, become a member, search for information)*

*What are the key reasons why your target audience chooses your company's products and services?*

Primary:

Secondary:

*What type of traffic is your current site getting?*

How much of a change do you anticipate the new site to bring?

## Perception

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*How do you perceive your site visitors to describe your new site when they visit it? (ie, prestigious, friendly, corporate,, fun, forward thinking, innovative, cutting edge)*

How much different do you want the perception of your new site to differ from your old site?

*How is your company currently perceived offline?*

How do you want your company to be perceived online?

*How does your company differentiate itself from competitors?*

How does your audience differentiate you from your competitors?

*Who are your competitors?*

Competitors

Web Address/URL

*What sites do you visit which you find compelling?*

Site

Why?

## Content

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*What content will this site be using?*

What is the source of the content?

Who is responsible for content approval?

What is the basic structure of the content and how is it organized?

*What visual elements or content will be utilized from your current site or marketing materials will be used?*

Logos

Color Scheme

Navigation

Naming Conventions

Themes

*What type of site structure or vision do you see for the new site?*

Do you already have an idea or outline of proposed designs?

*What type of updating of content will be required in the future? (Daily, monthly, yearly, rarely)*

Who will be updating future content and how will they be doing this?

What tools do you currently use to update your site or what

## Technology

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*What is your target platform? (Desktop, phones, pads, laptops)*

*What technical limitations to you anticipate your audience having when accessing your site? (dialup, old computers, old browsers, etc)*

Whom can we talk to in your organization to help respond to technical issues?

*What specific technologies would you like to use in the site? (Flash, JavaScript, DHTML, etc)*

How will these technologies enhance the user experience?

*What type of database will your site be using?*

Will your site be using an existing database or require a new one?

*What programs and software does your organization currently use which your new site will need to interact with?*

Whom can we talk to in your organization who will have detailed knowledge of these systems

*What level of security on the website will you require?*

Will your new website be accessing or maintaining consumer's personal information?

Will your new site be performing payment transactions (e-commerce)?

What type of data does your current site handle?

*What systems or interface will your site require for you to maintain and update?*

*What additional functionality will this site require?*

## **Marketing/Updating**

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*How do most visitors find out about your current website?*

What kind of triggers prompt a visit? (referral links, incentives, search engine terms)

*What methods of distributing the URL already exist within your company?*

Online

Offline

*What are your marketing plans?*

Short Term (6-12 months)

Long-Term (Greater than 1 Year)

*What is your marketing strategy to promote this new site?*

## **Conclusion**

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*Is there any additional information you would like to share?*