Client #1: Simply CDL - Questionnaire
CS 490 Web Development
Group 7: Brian Roden, Zach Gharst, Noor Sakoki, Paul Kiuna

What best describes your organization/What does your organization do?

Simply CDL: Recruiting truck drivers at regional(national+) level.

Who is your organization's market?

Companies in need of truck drivers, mostly. Also looking toward truck drivers.

New site or redesign of an existing site?

Brand new site.

What is the concept/service this website is providing or promoting?

"Middle-man between truck drivers and businesses". Add job listings, be able to apply to a job listing.

Who is responsible for maintaining the website after launch?

Possibly a person who is technically savvy who would take over responsibility of multiple websites.

Would you want to use a site builder such as Wix for the site, or code?

Not restricted to a site builder, but possibility.

What are various groups that visit your website hoping to accomplish?

Company visiting website: I want to be able to gauge we base drivers off of, and how many do we have available. And location.

Drivers: Button to be able to see listings.

What are the general demographics of your audience?

Professional drivers and companies

What action/path through your site do you want site visitors to take?

See two answers above.

What is the site's desired look and feel?

No preferences; care about functionality, we can let it evolve.

Is there a visual identity/theme you wish to follow?

See above.

Who are your competitors?
Competition is mostly national, but there is no shortage of drivers.

How many pages do you want on the site?
No specific count; page for prospective drivers and prospective employers

What features do you want included?

Are there third-party integrations?
Specifically no; avoid integrating with Instagram, etc.

Do you need assistance with content creation?
99% will be handled by Simply CDL, rest of us.

What kinds of products are being sold?
Connecting drivers to companies and vice versa.

Does shipping and sales tax need to be computed?
No payment through the website at all.

Are products currently sold through a third-party, such as Etsy or Amazon?
Recruiting through Instagram

Do you want to allow product reviews?
Yes

Do you have a timeline in mind for specific feature implementations?
Not at all.

What is the budget?
$1000; $1500. Monthly already covered.

When are you hoping to launch?
Either as features are completed or all at once.

Client #2: Transportation Logistics Systems & Cayman Express Questionnaire
CS 490 Web Development
Group 7: Brian Roden, Zach Gharst, Noor Sakoki, Paul Kiuna

What best describes your organization/What does your organization do?

Carriers are their most valuable asset. FedEx trucks being a part of their fleet is something that needs to be emphasized.

Who is your organization's market?

Space available and transportation. Looking for shippers and movers; looking for boxes. Anyone who cares about "woman owned companies" (read: SEO optimize this and make it important).

New site or redesign of an existing site?

New site, but pull some of the content from the old website.

What is the concept/service this website is providing or promoting?

Transportation and warehousing for companies.

Who is responsible for maintaining the website after launch?

Possible IT guy; will follow up, but it might just be a business person who is not technically savvy.

Would you want to use a site builder such as Wix for the site, or code?

<Zach: Probably>

What are various groups that visit your website hoping to accomplish?

Basically, an introductory to the achievements of the business then contact information to hire their services.

What are the general demographics of your audience?

Anyone who needs things moved.

What action/path through your site do you want site visitors to take?

See achievements/services/branding, then get in contact.

What is the site's desired look and feel?

Would look at other options, but they like the current design as identity with the related paper material (brochures, business cards) that already exists.

Is there a visual identity/theme you wish to follow?
See above.

Who are your competitors?
24/7 Express Logistics;

How many pages do you want on the site?
Keep the current ones; we'll let you know any to be added.

What features do you want included?
[a bunch]: <Zach: Just flat pages>

Are there third-party integrations?
No.

Do you need assistance with content creation?
They will pull what they can copy-wise from the current website, then follow up later with anything to be added, so no. They also already have a professional photographer.

What kinds of products are being sold?
No products

Does shipping and sales tax need to be computed?
No.

Are products currently sold through a third-party, such as Etsy or Amazon?
No.

Do you want to allow product reviews?
Yes.

Do you have a timeline in mind for specific feature implementations?
No.

What is the budget?
Discuss as we go forward; it's possible if things are needed.

When are you hoping to launch?

No preference!

Questions Specific to Revamp Site

What do you like about your current site?
Nothing off the top of her head that hasn't been discussed.

What do you want to improve on your current site?
See above.

What would you want to leave out of the revamped site?
Keep everything.