

## **Client #1: Simply CDL - Questionnaire**

### **CS 490 Web Development**

Group 7: Brian Roden, Zach Gharst, Noor Sakoki, Paul Kiuna

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#### **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.