**Client Questionnaire**

**About You**

1. What are the main reasons for developing a new website?  
     
   This is a fan site and it is about connecting with other fans. It is not about monetization.
2. In order of importance (most important first), what are the business objectives for your site? (eg. Improving sales rate, increase customer satisfaction, reduce time searching)  
     
   Fan sites are a labor of love. It is about something you are passionate about. It is primarily about sharing with other people that have your same interest.
3. What will be the measure for success? (eg, 20% increase in sales)  
     
   Since in my eyes, I am the primary customer, if I am happy with with the site, it is a success. Secondarily, I hope to increase the number of visits to the site, and increase likes from social media.
4. What are you hoping to achieve?  
     
   It is primarily about sharing with other people that have your same interest.

**Your Users**

1. Who’s visiting your site? Describe the different types of visitors to your website in as much detail as possible.  
     
   I would think it would primarily be baby boomers trying to relive their youth. It may also be fans of the show “Glee” as a number of their songs have been on the program.
2. How do you think the audience currently perceives your company and the services you offer?  
     
   I think they will be impressed with the website and its features, and therefore will have a favorable impression of the company.
3. What do you imagine people using the site for? What will they want to do there?

Connecting with other fans. Learn more information. Rediscover things they have forgotten.

**Design Concept**

1. People are coming to your new site for the first time. How do you want them to feel about your company?  
     
   I want them to think that attention of detail in important; the look and feel is attractive.
2. Why will people choose your site over others?  
     
   The quality of the content, ease of use, and look and feel.
3. Outline any ideas for features you have for the site:  
     
   I plan on using JavaScript to make the songs collapse.
4. How do these features support your business goals and the goals of your user?  
     
   It improves the customer experience, and in this case, that is sharing information.
5. Tell us a bit about your competition. Who are the leaders in your industry (include their website addresses)?  
     
   Wikipedia is my competition, and their user experience and looks is bad.
6. What do you believe works well for your competitors websites? What doesn’t work well?

They have a lot of information. Looks are bad.

1. Leaving your competitors aside, have you seen any sites recently that you have liked the visual design of? What did you like about it? (If you can’t think of any, have a look through [Unmatched Style](http://unmatchedstyle.com/gallery) and/or [Media Queries](http://mediaqueri.es/) for a gallery of good lookin’ websites strutting their stuff)   
     
     
   <http://packdog.com/> is a good looking website. I didn’t go ahead and fill out all of the information, but it is attractive and should do well.
2. Let’s briefly talk about content. Aside from features we discussed above, what else do you want your site to do?

I would have liked putting in more labels, but what was left was labels that were dual disks, and that would not look good, and fit with my design.

**Additional Comments**

We’ve tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information that you believe might be helpful.