

## The Client Survey

### **General Information**

1. What is your company's name, and you want to use your current URL or want to change your URL? If you want to change, please write down the URL you want to use.
2. Who are the primary contacts from your company and who has final approval on the project? Please list names, titles, email addresses and phone numbers.
3. What is your target launch date for the new site? Are there any factors might affect the deadline, such as PR launch, tradeshow, and annual report?
4. Do you have any budget limitations? Can this project be broken in a phases to help you achieve your goals?
5. Did in- house or an outside provider design your current site?

### **Current Site**

1. What do you think about your current site? Do you think your current site is readable and accessible for user? Why or why not?
2. Which areas of your current site do you feel are not successful? Why are they not successful? Could you write down the three things you want to change on the new site?
3. Which areas of your current site do you feel are successful? Why are they successful? Could you write down the three things you like best?
4. Do you mind redesigning your entire current site, including logo, branding? If you mind, please write down which things you want to keep?
5. Do you have any reports or findings of usability tests or user feedback for your current site? If so, please include with the survey.

### **Reasons for Redesign**

1. Why you want to redesign your site? Please write down the main reason.
2. What is the primary messages you wish to convey with the site redesign? What are your secondary objectives and overall goals you wish to achieve?
3. Would you like your new site listed in the major search engines? If so, please list your key words and main description about your company that your users will search on to find you.
4. How does your company differentiate itself from your competitors? What existing strategy (both on-and offline) in your company?
5. What do you feel is your number one business problem? (Examples: change image, increased customers, promote company, etc.)

### **Audience/Desired Action**

1. Who are your target users? The users' age, gender, background, income, ability and etc (Please use as much detail as possible in profiling your target users).
2. What is the primary "action" you wish users to take from the main page of your site (Download, browse, move along specified path, email, order, explore, click button, call, make a purchase, become a member, search)?
3. Do you have any key items you wish to have available to users on every page? If you have, which elements do you want to keep?
4. Do you know how many people access your site on a day, week, or month? Do you forecast the number will increase after site launch and by how many?
5. What are the key reasons why customers choose your company?

### **Perception**

1. Use three adjectives to describe how your site be perceived by the user (examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)
2. How is your company currently perceived? Do you wish to carry the same kind of message throughout your new site?
3. Please list URLs of competitor sites and briefly state what you like and dislike about their sites.
4. Please list URLs of any sites you find compelling. What do you find the most interesting about these sites?
5. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral.

### **Content**

1. Will this site use existing content? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house, using an outside provider?
2. What is the basic structure of the content, and how is it organized?
3. Which elements do you want to appear on every page throughout your new site? (Logo, color scheme, navigation, and so on).
4. Do you have an existing sitemap for the site structure? Do you have a sitemap or outline for the site redesign?
5. How will the content of new site expend or differ from your current site?

### **Technology**

1. Do you know what is your target platform and browser?

