



(Note: The following survey is an example. The actual survey is customized for the particular client, eliminating any inappropriate questions and adding when necessary).

The Client Survey

Client input is the foundation upon which successful web sites are built. This survey will help you articulate and identify the overall goals of your site redesign, including specific questions regarding message, audience, content, look and feel, and functionality.

Current Site

1. Do you feel your current site promotes a favorable user experience? Why? Why not?
2. What specific areas of your current site do you feel are successful? Why are they successful?
3. What shortcomings exist with the current site and what three things would you change on the site today, if you could?
4. Have you conducted usability tests on your current site? If so, how long ago? Please include any reports or findings.
5. How important is it to maintain your current look and feel, logo, and branding?

Reasons for Redesign

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1. What are the main reasons you are redesigning your site? (New business model, outdated site, expanded services, different audience, etc.)
2. What are your primary online business objectives with the site redesign? What are your secondary objectives? (Increased sales, marketing/branding awareness, reduce customer service calls, etc.) Please discuss both long- and short-term goals.
3. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?
4. What existing strategy (both on and offline) is in place in order to meet the new business objectives?

Audience/Desired Action

1. Describe a typical user coming to your site. How often is the user online and what does s/he generally use the web for? How old is the user and what does s/he do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)
2. What is the primary "action" the user should take when coming to your site? (purchase, become a member, search for information, etc.)
3. What are the key reasons why the target user chooses your company's products and/or services? (cost, service, value, etc.)
4. How many people (as far as you can tell) access your site on a daily, weekly or monthly basis? How do you measure usage? Do you forecast usage to increase over the next year and by how much?



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Specializing in Web Site Effectiveness

Perception

1. Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?
2. How is your company currently perceived offline? Do you wish to carry through the same kind of message through your web site?
3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.
4. List any URLs of sites you find compelling. What specifically do you like about these sites?

Content

1. Will this site use existing content from the current site? If so, what is the source and who is responsible for approval? If not, will you be creating content in-house or using an outside provider?
2. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site, or an expansion?
3. Describe visual elements or content which should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.).
4. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap



for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

Technology

1. What is your target platform and browser (if you know)?
2. Are there specific technologies (Flash®, DHTML, JavaScript, Real Audio, etc.) you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.
3. Will you have database functionality (dynamic content generation, search capabilities, personalization/log-in, etc.)? Do you already have a database in place? Please describe in detail, including specific information regarding existing programs and software.
4. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.
5. Will you require other specific programming needs (personalization, search capability)? Please describe in detail.

Marketing/Updating

1. How do most people find out about your current web site? What methods of distributing the URL already exist within the company?
2. When a Search Engine Optimization and Marketing Plan is implemented, what do you believe are the three most important keywords and keyword phrases which will lead visitors to your site?



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3. Briefly, what are your short-term marketing plans (Specifically for the site redesign and the 12 months following launch)?
 4. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.
 5. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?