



## Trnka Web Design & Digital Services LLC

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### Web Design / Redesign – Client Survey

Please complete in as much detail as possible. Use the back if more space is needed.

#### General Information

1. Company Name \_\_\_\_\_
2. Current or intended URL \_\_\_\_\_
3. Primary Contact  
a. Name \_\_\_\_\_
- b. Title \_\_\_\_\_
- c. E-mail \_\_\_\_\_
- d. Phone \_\_\_\_\_
4. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule?
5. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

#### Current Site(s)

6. Do you feel your current site(s) promote a favorable user experience? Why or why not?
7. What specific areas of your current site(s) do you feel are successful? Why are they successful?
8. What shortcomings exist with the current site(s), and what three things would you change on the site(s) today if you could?

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9. Have you received visitor feedback for your current site(s)? How long ago? Comments received?
  
10. How important is it to maintain your current look and feel?

### **Reasons for Redesign**

11. What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience, etc.)?
  
12. What are your primary online business objectives with the site redesign? What are your secondary objectives? Please discuss both long- and short-term goals.
  
13. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?
  
14. What existing strategy (both on- and off-line) is in place to meet the new business objectives?

### **Audience/Desired Action**

15. Who is the primary target you are trying to reach with your site? Secondary target? Tertiary target?
  
16. I wish all of my clients were like \_\_\_\_\_? Think of 3 to 5 names. (Would you be willing to call/e-mail them to find out: how they connect on-line, at what speed, and what web browser and version they are using?)  
**OR**
17. Imagine and describe a typical site visitor. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

18. What is the primary “action” the site visitor should take when coming to your site?
19. What are the key reasons why the target audience chooses your company’s products and/or services (cost, service, value)?
20. 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 after the site launch and by how much?

### Perception

21. Use a few adjectives to describe how your site visitor should perceive the new site – the user’s perception of your values. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?
22. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?
23. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.
24. List the URLs of any sites you find compelling. What specifically do you like about these sites?

### Content

25. *Keep a notepad handy over the next couple weeks. Jot down any ideas that come to mind for your new site in the following categories: **content pages, images, PDF forms, links** (on-site and off-site), and **search engine terms** (the words you think a visitor might type into Google that you hope will bring them to your site.) It will be most efficient and cost-effective to know at the outset what content will be included. Later additions may well add costs and/or delay the launch date.*

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26. Will this site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? If not, will you be creating new content in-house or using an outside provider?
  
27. 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?
  
28. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.) Do you have a favorite color you would like subtly incorporated into the site?
  
29. 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**

30. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?
  
31. Are there specific technologies that you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.
  
32. Will you have database functionality (dynamic content generation, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.
  
33. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.

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34. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.

### **Marketing/Updating**

35. How do most people find out about your current website? What kinds of triggers prompt a visit (referral links, search engine terms)? What methods of distributing the URL already exist within the company on and offline?
36. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6 to 12 months following launch)?
37. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.
38. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

**Additional Notes/Comments** (Please take as much space as you need.)