

OVERVIEW

WHY THIS IS IMPORTANT

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, including specific questions regarding message, audience, content, look and feel, and functionality.

ESTIMATED COMPLETION TIME

This survey should take about 15 - 25 minutes to complete.

STEPS

1. COMPLETE SURVEY

Don't worry if you can't answer all the questions. Just provide as much detail as you can. The rest will flush itself out as we proceed.

2. RETURN TO ME

Send an electronic copy to the following email address:

EMAIL _____

WEBSITE _____

01 GENERAL INFORMATION

1. What is the name of your company? _____

What is your web address? _____

2. Who are the primary contacts from your organization? Who has final approval on the project?

NAME	ROLE	EMAIL	PHONE	Final Say
_____	_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	_____	<input type="checkbox"/>

3. What is the intended launch date for the new site? _____

Are there any outside considerations that may affect the schedule?

- PR Launch (radio / TV ad campaign)
- tradeshow
- annual report
- other _____

4. Is there a specific budget range for the project? _____

Can this project be divided into phases in order to accommodate budget and timing constraints?

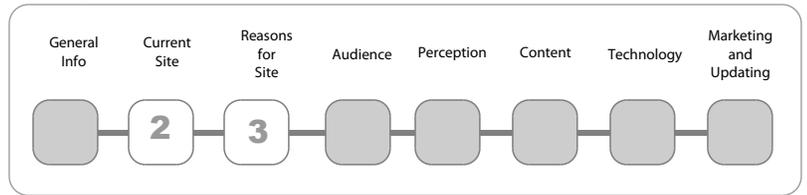
- N/A
- Yes
- No _____

02 CURRENT SITE

1. Do you feel your current advertising promotes a favorable user experience?

- Why? _____
- Why not? _____

2. What specific areas of your current site do you feel are successful and why?



02 CURRENT SITE

3. What shortcomings exist with your current site?

What three things about your current site would you change today if you could?

1.

2.

3.

4. Have you conducted usability tests on your current site? Yes Not

If so, how long ago?

 Reports or findings included? Yes No

5. How important is it to maintain your current look and feel, logo, and branding?

Very Important Not Very Why?

03 REASON FOR REDESIGN

1. What is the main reason for redesigning your site?

attract new business expand services target a different audience automate processes (like book appts)
 other

2. What is the main business problem you hope to solve with the redesign? And how will you measure the success of the solution?

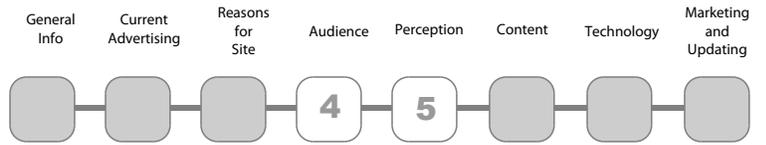
3. What are your primary online business objectives with the new site?

increase sales marketing / brand awareness reduce customer service calls
 other

Long-term goals?

Short-term goals?

4. What existing strategy (both on and offline) is in place to meet the new business objectives?



04 AUDIENCE/DESIRED ACTION

1. Describe a typical visitor to your site.

How old are they? What do they do for a living? Use as much detail as possible and profile more than one type of patient if possible.

2. What is the primary "action" the user should take when coming to your site?

- purchase contact you become a member request info/brochure
 other _____

3. What is the key reason the target user chooses your service over your competition?

- cost unique service value recommendation / referral other _____

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? _____

05 PERCEPTION

1. List adjectives to describe how users should perceive your site.

(For example: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc)

2. How is your company currently perceived?

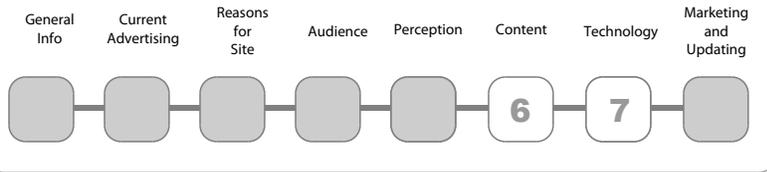
Do you wish to carry through the same kind of message with your web site?

3. How does your business differentiate itself from competitors?

List competitor web addresses (if known):

4. List the web address of any sites you find compelling / interesting / attractive.

What specifically do you like about these sites?



06 WEBSITE CONTENT

1. Will this site use content from the current site?

- Yes - Who is responsible for providing the materials? _____
- No - Will you be creating the content or using an outside provider (like me) ? _____

2. What is the basic structure of the content/information, and how is it organized?

Is it a complete overhaul of the current site, or an expansion?

3. Describe visual elements which should be used from your current site. (logos, color scheme, naming conventions, etc)

4. Do you have a sitemap for existing site? Yes No A sitemap for proposed design? Yes No

06 TECHNOLOGY

1. Please select the features your site will have:



Do-it-Yourself Website Maintenance

The Content Management System is an easy way for you to change and edit content and photos on your website without having to know HTML code.

Included



Site Maps & Searches

Make your information easy to find with built in search optimizations and/or site maps.

Included



Contact Us

Site visitors can send a message through your website that goes directly to your email box.

Included



Blog

An online journal to share newsletters and articles with colleagues and clients.



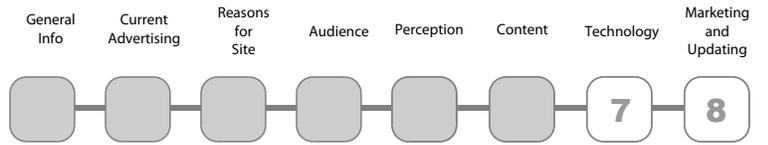
Locate Us

A link to Google Maps with exact location of Ace Chiropractic as well as driving directions on how to find your location.



Online Appointment Booking

Your practice is open 24X7 by allowing guests to request an appointment day and time through the website. The request will be sent directly to you and marked on a calendar.



06 TECHNOLOGY

2. Are there any other features you would like (for example, client login area)?

3. Are there specific technologies (Flash®, DHTML, JavaScript, video, audio, etc) you would like to use in the site? If so, how will they enhance the user experience?

4. Will you need secure transactions (e-commerce)?

- Credit card clearing SSL Certificate Terms & Conditions / Disclaimer

Please describe in detail. _____

07 MARKETING / UPDATING

1. How will people find out about your new site? What method of distributing the web address exists? (eg. letterheads, brochures, business cards, tv/radio advertising)

2. Briefly, what are your short-term marketing plans (if any)?

3. Do you have a planned marketing strategy in mind to promote the site? If so, please describe.

4. Do you intend to keep the site updated? If so, who is responsible for updating and how often?

00 ADDITIONAL COMMENTS
