



Liquid Media client intake website design survey

Instructions:

- 1) Answer questions below and then
 - a. save this document and attach it to a email
 - b. copy text (ctrl-a then ctrl-c) and paste to email (ctrl-v) body
 - c. send to joe@belikeliquid.com

Project Goals

1. What is the mission statement or summary of your project?

2. What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, communication, etc.)

3. What outcome will make this project successful? How will you measure success?

General Information

1. What is the name of your company and intended URL?

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

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

4. 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?

5. Discuss any identity/branding assets (logos, other artwork, and fonts)

6. How will the site be served/hosted?

Rank the following in order of importance

(circle 1 = high 4 = low)

- | | |
|------------------------------------|---------|
| ? Creating a community | 1 2 3 4 |
| ? High impact design | 1 2 3 4 |
| ? Turn around time | 1 2 3 4 |
| ? Ease of maintenance | 1 2 3 4 |
| ? Out doing competition on the Web | 1 2 3 4 |
| ? Staying within the budget | 1 2 3 4 |
| ? Search Engine Optimized | 1 2 3 4 |

Design Style

(circle 1 or more)

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Modern | <input type="checkbox"/> Vintage |
| <input type="checkbox"/> Clean | <input type="checkbox"/> Web 2.0 |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Cartoon |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Geometric |
| <input type="checkbox"/> Grunge | <input type="checkbox"/> Minimalist |
| <input type="checkbox"/> Hawaiian | <input type="checkbox"/> Neutral |
| <input type="checkbox"/> Earthy | <input type="checkbox"/> Urban |
| <input type="checkbox"/> Retro | |

Please provide examples of sites you like or dislike and specify why

<hr/>	<hr/>
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Audience/Desired Action

1. Describe a typical user coming to your site.

Demographics, Age, Location etc.

2. What is the primary "action" the user should take when coming to your site
(make a purchase, become a member, complete forms)?

3. What are the key reasons why the target user chooses your company's products and/or services (cost, service, value)?

Perception

1. Use a few adjectives to describe how the user should perceive the new site.

(Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

Content

1. 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 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 that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, and so on).

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. Are there specific technologies (Flash, DHTML, JavaScript, Real Audio) that you would like to use in the site? If so, how will they enhance the user experience?

2. Will you have database functionality or specific programming needs

Marketing/Updating

1. How do people find out about your website?

What methods of distributing the URL exist within the company?

2. Briefly, what are your short-term marketing plans?

3. Are you interested in PPC, SEO and SEM services?

If so, please describe how you would like us to manage your web marketing

4. Do you intend to keep the site updated with promotions and updates?

If so, how often? Who is responsible for updating and providing content? Is this something you would like us to do?

5. Have you budgeted for hosting, marketing and ongoing maintenance of the site?

Note or Comments:
