

The Visual Element  
Web Design Solutions  
P.O. Box 1448  
Arroyo Grande, CA 93421  
(805)343-3188 fax 343-6909  
www.the-visual-element.com

## Design from Scratch Client Survey

1. Your company's name and your current registered or intended URL (if any):
2. Who are the primary contacts from your company, and who has final approval on the project?  
Please list names, email addresses, and phone numbers.
3. Do you have a launch date (deadline) for the new site? Are there any upcoming events that might affect the schedule (for example: PR launch, tradeshow, annual report)?
4. Do you have a specific budget range for this project?
5. Describe a typical visitor that will come to your site. 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.)
6. What is the primary "action" the site visitor should take when coming to your site (make a purchase, become a member, search for information)?

7. What are the key reasons why your customers choose your company's products and/or services (cost, service, value)?
  
8. How do you want visitors to describe the feeling of your site. (Examples: prestigious, friendly, corporate, fun, forward thinking, innovative, or cutting edge.) Does this also describe the way people see your business?
  
9. How does your company differ from your competitors? Do your customers see this difference? Please list any competitor URLs.
  
10. List the URLs of any sites you find interesting. What do you like about these sites? Would you like anything similar in your site?
  
11. Who will be providing the content (text, images, graphs, charts, etc.)? Please list the content source(s) and who is responsible for approval.
  
12. Describe images, graphics, or other content that should be utilized from your marketing materials (logo, slogan, color scheme, navigation, naming conventions, etc.)

13. Are there specific technologies/features (animation, sound, videos, games, login/personalization, shopping cart, etc.) that you would like to use in the site? Please describe in detail.

14. Do you have short-term marketing plans for the site (specifically for the 6 to 12 months following launch)?

15. Do you intend to keep the site updated? If so, how often? Who will be responsible for maintenance and providing content?

Additional notes/comments: