



THE SURVEY

This document will help both you and **UNSPUN** to determine the scope of the proposed project. The answers to these questions will form the foundation for a successful build. By responding to these questions as clearly and yet as thoroughly as possible, we will have a much better understanding of your goals with regards to audience, content, and style. Our response will be a Creative Brief containing our understanding of your needs and goals.

General Information

1. What is your intended launch date for this site?
2. What is the name of your company and your current (or intended) URL?
3. If you do not already have a domain name or URL will you obtain this or will you require **UNSPUN** to obtain this for you?
4. **UNSPUN** will require the contact information for all key decision makers. Please provide names, positions, contact numbers, and email addresses.
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?

Your Current Site (*Not applicable? This section can still provide some food for thought when the design phase embarks*)

1. Do you feel your current site promotes a favourable user experience? Why or 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 or gathered user feedback for 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 (*As above... something to consider.*)

1. What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?
2. What are your primary online business objectives with the site redesign? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) 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 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 he generally use the web for? How old is the user and what does 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 (make a purchase, become a member, search for information)?
3. What are the key reasons why the target user chooses your company's products and/or services (cost, service, value)?
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 after the site launch and by how much?

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?
2. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?
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 the URLs of any 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, 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. What is your target platform and browser (if you know – if not, we can provide some guidance and resources)?
2. 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? Please describe in detail.
3. Will you have database functionality (dynamic content generation, search capabilities, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.

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

Marketing/Updating

1. How do most people find out about your current website? What methods of distributing the URL already exist within the company?

2. Briefly, what are your short-term marketing plans (specifically, for the site design/redesign and the 12 months following launch)?

3. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

4. 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.