



CARLSON PRODUCTIONS
ELEMENTAL DESIGN
WEBSITE DESIGN SURVEY

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Client input is the foundation on which successful websites are built. This survey will help you articulate and identify the overall goals of your site design or re-design, including specific questions regarding message, audience, content, look and feel, and functionality. When finished, please email or fax back to: Chad J. Carlson at Email: ccarlson@carlsonproductions.net or Fax: (858)217-6823

General Information

1. What is the name of your company?
2. What is your current or intended URL ? (i.e. www.yourcompany.com)
3. Who is your Website Domain Registrar? (i.e. www.godaddy.com, 1and1.com, etc.)
4. Who is your Website Hosting Company? (i.e. www.godaddy.com, 1and1.com, etc.)
5. What E-commerce shopping cart software do you use? (if applicable) (i.e. Zen Cart, VirtueCart, 3dcart, etc.)
6. What E-commerce payment gateway/merch account do you use? (if applicable) (i.e. Paypal, Authorize,, etc.)
7. Do you have all the account login information for your Domain Registrar, Hosting Company & E-commerce accounts?
 Yes No
(NOTE: No need to submit login info now.....this question is just to confirm that you know where the login info is and have access to them for use during your website build)
8. Who are the primary contact(s) from your organization and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

Primary contact

Name:

Title:

Email:

Phone

Secondary contact

Name:

Title:

Email:

Phone:

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9. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (i.e., PR launch, tradeshow, annual report)?
10. 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 (if applicable)

1. Do you feel your current site promotes a favorable 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?
Shortcomings:

Change #1:

Change #2:

Change #3:
4. Have you conducted gathered user feedback for your current site? If so, how long ago? Please include any reports or findings.

Reasons for Redesign (if applicable)

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.)

Primary Objectives:

Secondary Objectives:

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3. What is the main business problem you hope to solve with the site redesign?

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?
2. What is the primary “action” the user should take when coming to your site? (i.e. 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? (i.e. 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.)
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? 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 textual and photographic content from current marketing materials and/or an existing site? If so, who is responsible for approval and delivery? If not, will you be creating content in-house or using an outside provider?
2. Describe visual elements that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, and so on).
3. Do you already have a sitemap or outline for the proposed design or redesign? (i.e. Home, About Us, Gallery, Store, Contact Us, etc.)
4. Are you in need of any content design/creation from Carlson Productions? (such as a new logo, photography, brochures for online delivery, catalogs for online delivery, etc.)

Technology

1. Are any of the following technologies something that you would like to use in the site? (Check all that apply)
 - Flash
 - Video
 - Google Analytics
 - CMS (Content Management System)
 - Contact Form(s)
 - E-commerce
 - Forum
 - Database (MySQL)
 - Other (Please list)
2. Do you have some technologies already in place? (i.e. Database, E-commerce, Analytics, etc.) if so, please list the software/service that you are currently using (i.e. MySQL database, Paypal for E-commerce, Google Analytics for gathering visitor data, etc.)
3. If you are using or would like to implement E-commerce on your site —
 - a. What service are you using now for E-commerce?
 - b. What service would you like to use? (i.e. Paypal, Xcart, etc.)
 - c. How many products do you currently have for sale?
 - d. How many products do you foresee in the future being added to the site?
 - e. Is the number of products that will be for sale a fixed number? Or will you continue to add to your product line over time?

4. Will you require other specific programming needs?

Site Updates

1. Would you want Carlson Productions to do all future updates to the site? (Recommended) Or, is there someone in your company that has the skills to make updates for you?
2. Do you intend to keep the site updated on a regular basis? If so, how often?
3. Who is responsible for submitting the updates and providing content?

Additional Notes/Comments:

Thank you for taking the time to fill out our questionnaire.
Please return the completed form to ccarlson@carlsonproductions.net.
I will review and get back to you with a price quote on your website design.
Thank you and I look forward to working with you.
Chad J. Carlson
www.carlsonproductions.net

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