



**Company  
Name**

**Document**            Client Ideas Survey

**Version**                1.0

**Author**

**Date**

---

**General Information**

1. What is the name of your company and your current (or intended) URL e.g www.mybusiness.com?
2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.
3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?
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?

**Design**

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

**Reasons for Website Development**

1. What are your primary online business objectives with the site? 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.
2. How will you measure the success of the website?
3. What existing strategy (both on- and offline) is in place to meet the new business objectives?

**Audience/Desired Action**

1. Describe your intended typical site visitor. 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.)
2. What is the primary “action” the site visitor 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 audience chooses your company’s products and/or services (cost, service, value)?

### **Perception**

1. Use a few adjectives to describe how your site visitor 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. Who is responsible for approval of the text and pictures for the site?
2. What is the basic structure of the content, and how is it organized?
3. Describe visual elements or content that should be utilized (logo, colour scheme etc.)
4. Do you already have a sitemap or outline for the proposed design?

### **Technology**

1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?
2. Are there specific technologies (Flash, JavaScript, DHTML, etc.) 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, personalization/login)?
4. Will you have a need for secured transactions (e-commerce)? Please describe in detail.
5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.

### **Marketing/Updating**

1. Briefly, what are your short-term marketing plans (specifically, for the site and the 6 to 12 months following launch)?
2. Do you have an existing or planned marketing strategy in mind to promote the site? If so, please describe.
3. 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 up as much space as you need.

**liveline ltd.**

**t:** 0800 6122 661 **e:** [info@liveline.co.uk](mailto:info@liveline.co.uk) **w:** [www.liveline.co.uk](http://www.liveline.co.uk)