
Lynn Gallup Design Customer Marketing Profile

By answering the following questions about your business, it will help Unbridled Visions to develop a customer analysis and focus on your website marketing needs. All submitted information is kept confidential and is only intended for Unbridled Visions's use. The survey is sized to be printed so you can research and reflect upon any answers as needed. Send this completed digital survey by email to: designer@gracewoodpasos.com, or mail completed printed version to: Lynn Gallup, PO Box 271, New Hill, NC 27562.

Message/Goals:

What is the primary goal you wish to convey to your audience with your website? For examples: to sell, inform, entertain, educate, etc.

What are the secondary objectives you hope to achieve with your website?

Audience:

What are the demographics of your primary target audience? For examples: age, gender, education, income, region, culture, etc.

What are the demographics of your secondary target audience if you have one?

How does your company differentiate itself from competitors?

Perception:

Use three adjectives to describe how the user should perceive your site. For examples: conservative, progressive, friendly, formal, casual, serious, experts, humorous, service-oriented, professional, etc.)

List any URLs (website addresses) of sites you admire and the features you like the most about them?

Competition:

Who do you perceive as your competition and do they have websites online?

What is your competitor's demographic audience if different from yours?

List URLs of competitor sites and briefly state what you like and dislike about their overall site.

Action:

What is the primary action you wish your target user to take from the main page of your site? (examples: download, browse, move along a specified path, email, order, explore, click button, phone call, bookmark, etc)

What is the primary action you wish your target user to take before leaving your site? Is it the same action? describe why?

What elements are key items you wish to have available to the user on every page?

Do you want your visitors to go through your site in a certain direction or do you want them to be able to explore it in any direction?

How important is it for your page to load fast to the viewer?

Content:

Describe any visual elements, styles, or text which you would like utilized from existing marketing materials such as a brochure, display ad or logo.

Is the content available in disk format? _____ IBM or Mac? _____ What software program is it formatted in? _____ Can it be sent via email? _____

What visual elements do you see as appearing on every page within the site? For examples: logo, email, graphics, photos, navigation buttons, etc. _____

How many web pages do you visualize having? _____

What type web page content do you visualize having?

Technology:

Are there any specific adaptive technologies you would like to utilize? If so, how will they enhance the user experience? Please describe in detail.

Marketing/Updating:

Briefly, what are your short-term marketing goals (in the next 2 years)?

How important do you see your website in reaching these goals?

Do you have an existing or planned marketing strategy in mind to promote this site?

If so, please describe.

Do you intend on keeping the site updated? _____ If so, how often? _____

Who is responsible for updating and providing content?

Budget/Resources:

What are your resources available for website design? Circle one: \$150. - \$300. .. \$300. - \$500. \$500. - \$1,000. \$1,000. - \$1,500. \$1,500. - \$2,000. \$2,000. +

In realizing your goals for your website, do you have a budget planned?

ISP Website hosting (monthly) \$ _____ Domain name registration (yearly) \$ _____ usually \$10-\$35.

Website Maintenance Updating? \$ _____

How often do you plan on your website being updated? Weekly ___ Monthly ___ BI-Monthly ___ Quarterly ___

Annual ___ Annual ___ No plans ___

Can this project be broken in a phased manner to help you meet your financial budget?

Administrative

Who is the primary contact for final approval on the project?

Please list name, title, email addresses and phone numbers if applicable.

Company: _____ Name: _____ Title: _____

Email: _____ Address: _____ Phone(s): _____

What is your target launch date for this site?

What are the factors surrounding this deadline if any?

Do you have any domain names in mind? List in order of choice.

Additional Notes and Comments:
