



CLEAR LIGHT COMMUNICATIONS

Questionnaire

BASIC DATA

I am considering the following:

- New Website*
- Website Re-design*
- Current url:*
- Blog*
- Newsletter, or other regular communication format*
- Online Community or Discussion Forum*
- Other (please give details)*

1) What is the purpose for the online communications you are considering? Please give details.

- Personal*
- Business*
- Non-profit or Cause-related*

2) What is your primary purpose in undertaking this project?

- To showcase my products/services/organization*
- To sell products or services*
- Interaction with a specific audience (if so, who)*
- Other (please give details)*

3) *Who is your primary audience?*

Do you have an additional audience, and if so who?

Who would you like to reach that you do not already?

4) *Are you in regular touch with your audience via a newsletter or other form of communication?*

If so, what are you using, and how often are you in contact?

CONTENT

5) *What is the name for your site/communication?*

Is there a subtitle, or 'tag line'?

6) *Do you have an 'elevator speech' or 'positional statement' that succinctly describes who you are and what you offer? ____*

If so, please share it here or in an attached document.

7) *Do you know what information you want to include in your website? ____* If so, what are the names for each section of content? i.e. 'About Us', 'Bio", etc., and approximately how much information (how many pages?) do they contain? Please attach

8) *Do you need a copywriter for any of this information? ____*
Or help in editing what you've written yourself? ____

DESIGN

9) Do you have a logo you are happy with? ____
If not, do you need help in creating one? ____

10) Do you already have a design 'look & feel' for any existing printed or electronic materials? _____ Are you happy with it? _____

If your answer to the above two questions is 'yes', please give details, and attach an image file, or sample of your materials if possible.

If not, please take a moment to imagine the impact and feelings you'd like your site and other communications to convey to your readers... What words, colors and shapes come to mind? What are some adjectives that describe the feelings & ideas you'd like to convey?

Please include urls of any other sites you would like to refer to as examples of what you especially like or dislike, if you have them. If you have not yet done this research, please keep your eyes out for examples.

TECHNICAL STRUCTURE

11) Do you need or want ecommerce, or any other sort of special software capability or service on your site? ____

If your answer is yes, please give details:

12) Do you need/want your site or blog to include animation, audio and/or video files? _____ Do you have these materials or do you need help in creating them?

13) On a scale from 1-10, how important is it that your site is accessible to the widest possible audience? ____
That it has the most powerful visual impact? ____

UPDATING & OTHER SUPPORT

14) Will you need to update your site?

If so, how often?

___ I would prefer to update myself, and have or will acquire ftp and web editing software

___ I would prefer to update myself, and would like to use automatic updating w/o needing to know html.

___ I would like training in the above software.

___ I would prefer my site to be updated and managed for me, at a reasonable rate.

15) Have you already ...

Registered your domain name?

Found a host for your site?

TIME/MONEY CONSIDERATIONS

16) What is your budget for this project? (give a range, if appropriate)

17) When do you need it to be finished?

YOUR LEVEL OF TECHNOLOGY EXPERIENCE/INTEREST

18) What kind of computer do you use? Mac ____ PC ____

Operating System:

19) *What is your level of technological interest and/or competency?*

_____ I'm a complete Luddite & uninterested in computers

_____ I can use email and a word processing program

_____ I own and can use PhotoShop, or other equivalent software
for image-manipulation

_____ Other (please give details):

