

Colorado State University

Design Discovery Survey

GENERAL INFORMATION

Client: _____ Primary Contact: _____

Phone: _____ E-mail: _____

New Site or Redesign

Primary Domain Name: _____ Sub-Domain Name(s): _____

Target Audience(s): _____

DESIGN REQUIREMENTS

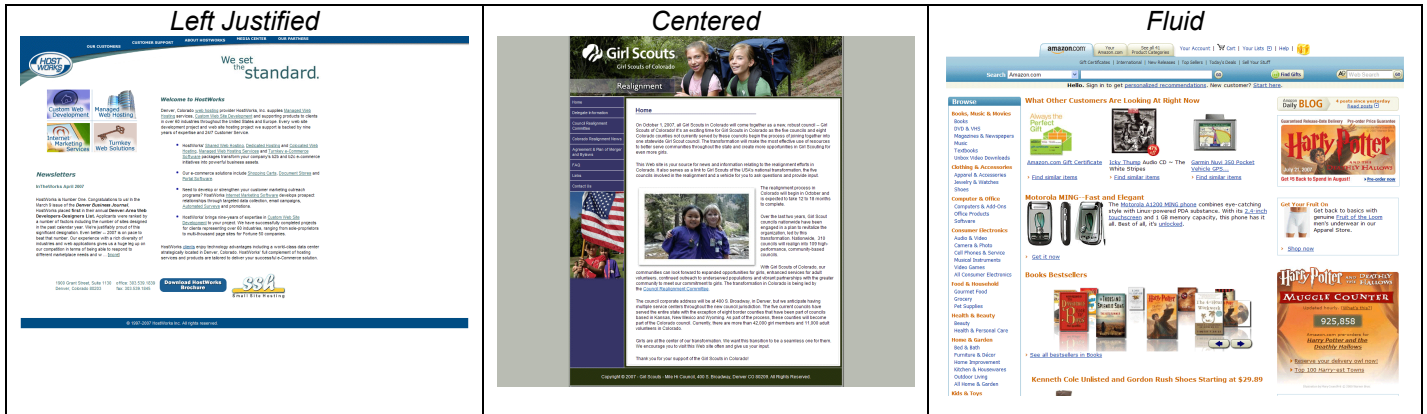
Is there an existing look and feel that must be followed? (Example: current brand, published brochures, letterhead and/or other non-web marketing materials) If so, please explain.

Required/desired colors in design: _____

Required/desired fonts in design: _____

Design for specific screen size requirement (1024 x 768 is most common): _____

What would be your web site browser placement preference? _____



What would be your web site navigation placement preference? _____

Vertical

Horizontal

Both



What would be your preference for the style of navigation? (Example: buttons, simple text links, drop downs, left column directory style)

CREATIVE INSIGHT

Use three to five descriptive words or adjectives to summarize how the user should perceive your site. (Example: conservative, progressive, friendly, serious, humorous, fun, professional, corporate)

In your opinion, what features make a great site?

In your opinion, what missing features/problems make a poor sight?

Please suggest a few web sites (competitors, sites you visit, etc.) that you recommend we look at to better understand your vision of the new site. (What is it about each site you like?)

URL's of sites you dislike? Reasons why?

SEARCH ENGINE OPTIMIZATION

On a scale from 1 to 10, with 10 as the highest, how would you rate the importance of your site being found on the search engines? 1 2 3 4 5 6 7 8 9 10

Will you be writing the Meta Tag descriptions and using optimization techniques for each of your web site pages? If no, then who will?

Yes No _____