

Client Survey

General Information

1. What is the name of your company and your current (or intended) URL?

Blue Gate Photograpy, <http://www.bluegatephoto.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.

Nicole Zitzelberger is the owner and gives final approval on the project or anything related to the project. Her email nicole@bluegatephoto.com and her phone number is 916.717.5467.

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)?

While speaking with Nicole, she indicated that the only constraints would be photography busy seasons when she would have very little time to devote to content creation. These seasons are: Wedding Season (Spring into Summer), Baby Season (September to October and February to March), and Graduation Season. The best time to take on a project of this size would be from mid-December through mid-March, when business slows and there would be more time to focus on the project.

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?

Realistically Nicole's budget is very small and could only afford a few hundred dollars to relaunch the site. However, the project can be broken into phases to accommodate constraints.

Current Site

1. Do you feel your current site promotes a favorable user experience? Why or why not?

Nicole's response was an outstanding no. She feels that the site is "slow and clunky," meaning that it takes too long for the Flash to load. She wishes that instead of the photos automatically running in the animation that the user could choose when photos will advance. She also feels that the layout of the site could be better so that users can find what they are looking for quicker.

2. What specific areas of your current site do you feel are successful? Why are they successful?

Nicole feels that there is nothing successful on the site and that it is in need of a complete overhaul.

3. What shortcomings exist with the current site, and what three things would you change on the site today if you could?

Although Nicole feels there are a lot of deficits to the current site, there are three things that are top priority for change. She needs a functional proofing section, mobile compatibility and an easier to use design. The proofing section that is currently on the site is nonfunctional, and she needs to be able to upload high resolution proofs for her clients. The current site uses a lot of Flash making the site difficult to use on mobile devices and navigation difficult in general. Currently the Flash images on the site must download before the user of the site can click an option. Nicole would prefer a design that gives the user more control and would be responsive.

4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.

Although, no formal studies or tests have been made, Nicole has received some feedback from clients who wish the site was easier to use and could be viewed on mobile.

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

Nicole is currently rebranding her entire company. Look, feel and logo are all being changed.

Reasons for Redesign

1. What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?

Nicole's entire business is going through a completed rebranding right now. She feels that the technology and look of the site is outdated. The site uses Flash and making navigation and viewing on mobile difficult. She has difficulty managing content on the current system, including updating photographs in her portfolio. She would like the site to have a more sophisticated and professional look and feel, as opposed to the current site which has a more fun and whimsical look and feel which can be interpreted as juvenile. This look was popular with photographers when the site was launched, but according to Nicole is no longer the trend.

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.) Please discuss both long- and short-term goals.

The primary objective is to give Nicole's business a more robust online presence. The overhaul of the site will give it a more professional feel, giving her more online credibility setting her apart from some of her competition. And allowing to achieve her secondary goal of more clients. Another secondary goal of the site it to save time. Right now her site is difficult to maintain, if easier to maintain she could spend more time updating blog content and more time on photo sessions, hopefully leading to more clients.

3. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?

Her primary business problem is attracting new clients. The most important aspect of the site is her portfolio, which allows for possible new clients to see her work leading them to book a session with her. Since the entire site will be an extension of the portfolio it needs to reflect her style as a photographer. The success of the design could be measured in how many online inquires she receives.

Another business goal is to save time. A well designed proofing section will allow her current clients to easily select which photos they would like her to edit. Not only will this make the site more professional, a goal she wants to achieve with the redesign, but will save her time as well. Another place where time could be saved is content management. If the site is easier to maintain, then she can the update the blog more often with content. Active blogging will increase her online presence and attract new clients. Saving time will lead to Nicole achieving her business goals.

4. What existing strategy (both on- and offline) is in place to meet the new business objectives?

Currently, most of Blue Gate Photography's marketing is done through Facebook and word of mouth, from both clients and photography colleagues. She will be starting a marketing campaign where she will have her work showcased in local OB/GYN offices, along with marketing materials directing potential clients to the new site.

Audience/Desired Action

1. Describe a 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.)

The majority of Nicole's clients are upper middle class suburban mothers between the ages of 25 - 35 with children under five years old and are active on social media. They live in the

Folsom, Roseville and Rocklin, California areas. There is a mix of both stay at home and working mothers, with a slight majority of mothers working at least part-time. They drive an SUV usually a Toyota, Mercedes, or an Audi. They take care of their appearance and are well dressed. They care about their children's appearance is well kept too making sure children are well dressed for photo-shoots; buying their children new outfits. Nicole's clients see her multiple times a year; marking the milestones in their children's lives. They like Nicole's mini-sessions, because at 20 mins long, the session is usually over before the child becomes overwhelmed or loses interest.

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)?

The most important action of the site would be to book an appointment with Nicole. To complete this users must be able to see her portfolio and get information on pricing. Other actions would be proofing, and purchasing prints.

3. What are the key reasons why the target audience chooses your company's products and/or services (cost, service, value)?

Nicole feels that clients choose her because her "work stands out," meaning they like her customer service, quality and style of her photography.

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?

Despite having Google Analytics, Nicole is unaware of how many visits she gets to the site on a monthly basis, because she has not checked it recently. Since she is not aware of current site views there is no way to forecast exactly how much the site increase will be. However, we can measure success of the site if appointments get booked via the site.

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?

Nicole would like to see the site as professional, friendly and fresh. She feels that her current site looks dated and juvenile.

2. How is your company currently perceived offline?

Since Nicole's company is a reflection of her as an individual she hopes that she is being seen as professional yet also personable and friendly.

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

Nicole's feels that her photography style sets her apart. According to her, the market for photographers in the greater Sacramento area is oversaturated and there are a lot "untrained Momtographers." She sets her herself apart by keeping up with the current trends and mastering her skills. She feels that her current clients recognise this and that is gets so much repeat business because of it. Nicole hopes that a new site will help give her greater online credibility then some of her competition, which usually only uses Facebook.

4. List the URLs of any sites you find compelling. What specifically do you like about these sites?

Little Pieces Photography

<http://www.littlepiecesphotography.com.au/>

Nicole likes the layout of the site, that it is "half site, site blog," and the incorporation of social media.

Photography by Jane

<http://www.photographybyjane.co.nz/blog/albums/22003>

She likes that the site can be viewed on mobile devices with images being seen in great detail. She likes the layout: the pictures are set up in a line, and that is a blog as well as a site.

Content

1. Will this site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? If not, will you be creating content in-house or using an outside provider?

No content will carry over from the current site. All written and photographic content will be created by Nicole.

2. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site or an expansion?

This project will be a complete overhaul of the current website. The home page will contain the best images from her portfolio. She would like to see links near the top of the page and needs the following sections: About Me, Investment, Blog, Proof and Contact and Gallery. The

Gallery will then contain the following portfolios: Newborn, Maternity, Children, and Family.

3. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)

Nothing on the current site is to carry over to the new site. Shd did request that the new site have little logos linking to social media.

4. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

All content functionality and navigation is changing and getting updated. There is no current site map. There was basic site outline is documented above in question two of this section.

Technology

1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?

Nicole will need the site to work on all major platforms and browsers, including mobile. Since she is the sole owner and employee of the organization, she would be the main contact for technology issues. However, since her knowledge is limited she will need a maintenance contract, should site issues arise after launch.

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.

Flash is to be avoided, but Nicole has no specific requests made for technology to be included.

3. Will you have database functionality (dynamic content generation, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.

The site currently has no database functionality that Nicole is aware of. She does currently have a proofing site, but it is nonfunctional and can be discarded.

4. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.

Nicole stated that she does have a e-commerce abilities already, but the system is not easy to use, so no one takes advantage of it. She would like it if her users had the ability to order prints online or pay for their photography sessions.

5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.

Nicole needs some personalization for the site. She specifically needs a password protected area for her users where she can upload photos and users can decide what photos they would like her to edit.

Marketing/Updating

1. How do most people find out about your current website? What kind of triggers prompt a visit (referral links, incentives, search engine terms)? What methods of distributing the URL already exist within the company on and offline?

Most users find Blue Gate Photography through word of mouth and Facebook. Currently, she has no referral links on Facebook or otherwise and does not distribute the URL.

2. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6 to 12 months following launch)?

Nicole's short term plan for marketing the site redesign is to post it on social media. After the launch she plans to keep up with blogging to attract more users to the site.

3. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

In addition to promoting the new site heavily on social media, she plans to update print marketing materials.

4. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

Nicole would be updating the site. She would need to update images on the site on a bi-monthly basis and would need to blog on a weekly or bi-weekly basis.