

THE CLIENT SURVEY

General Information

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

KanonFestival, www.kanonfestival.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.*

Gin Hammond
ginhammond@hotmail.com
gin@ginhammond.com
646-283-8033

Vic Phillipson
vic.phillipson@gmail.com
<http://vic.phillipson.googlepages.com/home>

Jeff Morelan
jeff_morelan@hotmail.com
206-890-4469

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)?*

By August 14, 2007, the last day of summer quarter.

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?*

The KanonFestival website will be created pro bono. The first festival is slated for July 2008. This website will serve as an informational hub for KanonFestival to attract sponsors, participating arts groups and the general public.

Current Site

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

N/A, there is not a current site.

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

N/A

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

The #1 shortcoming is that the site does not exist.

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.*

No.

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

Not important, since logo, branding, etc needs to be created.

Reasons for Redesign

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 *What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?*

N/A

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 business objective for this website is to function as a marketing tool in order to attract corporate and individual sponsors, participating arts groups, and festival attendees. To do this, the site needs a strong identity and branding, which point toward the logo and look-and-feel of the site as well as content.

Secondary objectives include the ability for festival attendees to write and post reviews of participating arts groups, and for there to be an exchange program for arts groups in Europe to perform in the U.S. and vice versa.

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

The main business problem is there currently isn't a way to publicize the festival. The existence of a visually-strong site with substantial content would amend the issue of identity, branding and marketing. Success would be measured by the outcome of the first festival in July 2008.

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

None.

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.)*

Artists, age 19-45. They use the web primarily for research and marketing themselves. Income levels are generally modest with many working odd jobs.

Vacationing Scandinavian families, age 5-60. They use the web for research, entertainment and to purchase and use the Internet daily. Income levels are fairly high.

Vacationing Europeans age 25-60. They use the web for research, entertainment and to purchase and use the Internet daily. Income levels are high.

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)?*

Search for information and write reviews.

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

KanonFestival would be the only game in town. The festival would be located on the grounds of the Kanon Museum in Kristiansand, Norway, 6 hours from Oslo.

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?*

Usage can be measured on the future site with a clicker function indicating number of site visitors. Code could be implemented to record number of hits per category page/subpage.

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?

Magical, one-of-a-kind, international.

2. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

KanonFestival is too new to be perceived offline.

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

KanonFestival would not have much competition being situated in Kristiansand, Norway. There apparently isn't much in terms of arts and culture in this part of the country.

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

The Junction Festival

<http://www.junctionfestival.com/>

Gin likes the colors, the way they use photos, the easy drop down menus (though they do seem to get a bit jumbled sometimes), and the large, easy-to-read font. She doesn't like the logo, it's too busy.

The Festival at Edinburgh

http://www.edfringe.com/index.html?r_menu=global&static=true

She needs to study this one for navigability. In terms of first impressions, she likes the intense, evocative colorful photo, but it doesn't need to move around so much. She doesn't like how headings are in different colors. When it comes to organizing content, (especially for the immense amount of information they're handling), it seems more logical to allow for quick pattern recognition of the headings. What she likes about it reminds her of a brochure from one of the venues that she really loved. She loved the intense, compelling images, the quotes from the plays, and how they listed the essential time/place info.

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. Gin will provide content.

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?

The content will be organized using the information architecture the design team has created, pending approval from KanonFestival contacts.

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

No visual elements exist.

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?

N/A

Technology

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

Target platform is PC. Browsers are IE, Firefox and Opera. For technical issues, the contact is Vic.

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.

JavaScript could be used for a slideshow, and perhaps Flash if anyone on the team wants to tackle it.

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.

There will be a database set up for participating artists, customers who would buy tickets online, and sponsors.

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

Secured transactions will be fundamental for this site.

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

Search capability would be beneficial for visitors wanting information on specific arts groups, finding reviews, etc.

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?

N/A

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

To build a solid sponsorship base, to cultivate a network of diverse arts groups, and to market the annual festival to local Norwegians, vacationing Scandinavian families and other European/international travelers as a can't miss event.

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

Marketing strategy has not been formulated to promote the site.

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

Vic will update the site after handoff on a weekly or as-needed basis. Gin and Jeff will provide content.

THE MAINTENANCE SURVEY

General Information

1. *What areas of the redesigned site will be updated (for example, news, photos, horoscopes, products, reviews) and how often (for example, daily, weekly, monthly, quarterly, annually)?*

Participating arts groups (divided into theatre, dance and music), list of sponsors, news, reviews will be updated most often on a weekly basis.

2. *Describe the maintenance team and individual responsibilities and time allocation, if known. (Full time? Part time? Split jobs?)*

Vic Phillipson, part time, technical issues.

Gin Hammond and Jeff Morelan, content.

3. *How will the site be updated? Will you be inputting content manually into HTML or XML files? Will you be using a content management system (CMS) to dynamically update and deploy content (useful, for example, in the management of e-commerce inventory or text publishing databases)? If using a content management system, please describe in detail.*

A CMS will be implemented for ease in maintaining the site.

4. *Who is responsible for maintaining the site from a technical standpoint, and what is this person's technical expertise level? What experience and capabilities does he or she have? Will the person require training?*

Vic Phillipson, technically astute, will require some basic training.

5. *Who is responsible for making graphic changes on the site? What is his or her design expertise level?*

Vic Phillipson.

Content Creation

1. *Who is responsible for creating the content for the site? Is this person able to dedicate part- or full-time resources to content creation?*

Gin Hammond, part time.

2. *Who is responsible for approving look-and-feel changes (as the site expands) to ensure that the quality of the site is maintained?*

Gin Hammond.

3. *How often will new sections or areas be added to the site? Will they be based on the existing site's template or be independent sections?*

New sections will be added on an as-needed basis. The site to be created will be a shell that the KanonFestival team can infuse with content.

Production Expertise

1. *What technological expertise is necessary to update the site (basic HTML knowledge, light scripting knowledge)?*

Basic XHTML, JavaScript knowledge helpful but not absolutely necessary, PHP helpful.

2. *Is there an automated process of changing content on the home page (an automatic refresh of images or text each time a person comes to the site, a randomly generated quote, or a date change)?*

For now, there isn't an automated process of changing content on the home page. The design team has discussed using a slideshow via JavaScript.

Promotion

1. How will the user know the site has been updated? Will there be email announcements or specials tied into the site updates?

Email announcements can be sent to users when new performers are added, or when other noteworthy news occurs.

2. Who is responsible for continued search engine and keyword updates and submissions? How often will keywords and META tags be revised?

Vic Phillipson.