

Questionnaire

GOALS AND REQUIREMENTS

1) What are the primary goals of the site?

Communicate with current customers, attract new customers, educate with new products, ideas, such as on how to conserve fuel and oil.

2) What's the number one takeaway (key message to convey)?

It is a business with over 60 years experience in residential oil heating systems. The name is synonymous with good, reliable service. It is unique in the sense that it run by the same owner, same service and same people for nearly 30 years. Highly trained with state - licensed, insured with extensive experience in the home heating industry.

3) Who are the primary (target) audiences?

People that like to shop around for the best oil prices without risking the continuity of good service.

a) What does each audience want from the site?

Easy communication with the business owner. Quick access to references, stats, biographical information and qualifications of the owner and company.

b) What message do you want to deliver to each audience?

That the company is still here. It is still around and has maintained the same philosophy of the customer comes first.

c) What are your audience's capabilities? (Browser level, connection/modem speed, computer speed, computer literacy, monitor dimensions)

Typically two or more year old Windows based computers with Firefox or Internet Explorer, High speed internet. Computer literacy averages on the norm (literate yet not advanced.) up to date with what is going on in computers. Monitor dimensions would be roughly 1024x768

4) Will the site use old or new content or both?

The site will use an existing slogan “keeping warm friends”, and name. Everything else will be new content.5) What information will change?

News will change monthly

a) How often and to what degree?

News will change monthly to keep current with market trends and general news about the industry.

b) Who will do it?

The site owner will update the news portion of the site.

6) Do you have existing images that you wish to use?

There are no existing images that will be used.

7) What e-mail considerations do you want to take into account?

A secure business email account will be created.

TONE AND PERSONALITY

8) What strengths do you want to emphasize?

Warmth, consistancy, professionalism, experience, and reliability

9) Describe the site as if it were a person (serious, weird, young, reliable, professional, famous person, etc.)

professional, informative, communicative

10) Can we get existing print collateral from you?

There is no existing print collateral.

PROJECT MANGEMENT

11) Who will approve our work? What actions require approval?

The owners will approve the work. The logo, color scheme, hierarchy, email account access, domain name, site content including photography, text and links.

12) Who will host and maintain the site?

Site hosting has yet to be determined. Site will be maintained by the owners of the business.

13) What are the plans to promote the site? Who will do it?

Promotional calendars, marketing giveaways, business cars, truck logo, print ad, phone book ad, banner ads. Owners will handle the mailings and promotions.