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## Client Questionnaire for Web Site Projects

**Date:** July 18<sup>th</sup>, 2002

Please take time to complete the following questionnaire. Your answers will help us help you in the most efficient and cost-effective manner. Be as detailed as you can. Feel free to call us with any questions or comments. All information provided on this questionnaire is strictly confidential. AI Design will provide a signed, non-disclosure statement if requested. Thank you!

### A. Tell us about your company or organization

Company name: Portland Outdoor Recreation  
Primary contact/title: John Doh, Marketing Director  
Address: 5555 SW Macadam Blvd.  
Phone: 503.555.8775  
Fax: 503.555.8779  
Email: john\_doh@portlandoutdoorrecreation.com  
Web URL: www.portlandoutdoorrecreation.com

Please describe your primary business or service.

Portland Outdoor Recreation is a leading provider of guided outdoor recreational activities in Portland, Oregon. We've been doing business for over 35 years, and are locally-owned by the son of the founder.

Do you have a mission statement? If yes, we would like to see it.

Portland Outdoor Recreation strives to provide fun, safe, environmentally-conscious and adventurous outdoor activities for individuals. Our goal is to help individuals experience the great outdoors in a group setting with a skilled leader.

Who are your primary competitors?

REI, Next Adventure, U.S. Outdoor Store

Please provide your competitors' URLs.

[www.rei.com](http://www.rei.com), [www.usoutdoorstore.com](http://www.usoutdoorstore.com),

How did you hear about AI Design?

Highly recommended by a friend.

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## B. Objectives

What are your needs for this site? (Please check all that apply)

- ☒ Usability
- ☒ Provide a look and feel to your site
- ☐ Provide additional functionality (e.g. e-commerce, lead generation, etc.)
- ☐ Introduce brand standards
- ☐ Add personalization features
- ☒ Counter improvements in your competitors' Web presence
- ☒ Increase market share
- ☐ Preempt or eclipse competitors' efforts

Please indicate which of the following features you would like to have on the new site:

- ☒ Product/Services Information
- ☐ Data collection
- ☒ E-Commerce
- ☐ *Explain:* allow people to sign up for activities online
- ☐ Information exchange (forums, chat rooms or community areas)
- ☐ Interactive games
- ☐ Handicap accessibility (please specify needs: \_\_\_\_\_)
- ☐ Mobile applications: (a) WAP (b) PDAs (c) other: \_\_\_\_\_
- ☐ Netcasting): (a) audio (b) video (c) both
- ☒ Online newsletter
- ☐ Online site administration area
- ☒ Easy, internal updating of content
- ☒ Product advertising and/or special promotions
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

Which of the above features do you feel are the most important or compelling to your new site?

Service Information (the activities we offer)

What is your desired public launch date for this project?

October 29<sup>th</sup>, 2002

## C. Marketing Strategy

Do you have an established marketing strategy or marketing plan?

Yes

If yes, please share those sections appropriate to the objectives of this project?

The web site will complement our more traditional methods of advertising: print ads, radio spots and newspaper inserts.

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How will you market your website? (check all that apply)

|                                                |                                                    |                                      |
|------------------------------------------------|----------------------------------------------------|--------------------------------------|
| <input checked="" type="checkbox"/> Print ads  | <input type="checkbox"/> Package inserts           | <input type="checkbox"/> Other _____ |
| <input checked="" type="checkbox"/> Radio      | <input checked="" type="checkbox"/> Retail signage | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Television            | <input type="checkbox"/> Outdoor                   |                                      |
| <input checked="" type="checkbox"/> Collateral | <input checked="" type="checkbox"/> Email          |                                      |

Will the site be promoted via online channels? ☒ Yes (check all that apply) ☐ No

☐ Banner ads  
☒ Email  
☐ Portal presence  
☐ Other: \_\_\_\_\_

Will you offer incentives to generate traffic? What kind?

We don't plan any web-specific incentives at this time.

How will the success of the site be measured or what specific criteria will you use to determine if your expectations are being met?

- If we see an overall increase in our activity enrollment after the site is launched
- If customers begin registering for activities online.

What do you consider your organization's marketing strengths?

Good word-of-mouth from satisfied customers.

Marketing weaknesses?

We don't have a web presence.

Would you like AI Design to help you create or amend your overall marketing strategy?

No thanks.

## **D. Branding Strategy**

Do you have a corporate brand identity in place?

Yes – we'll provide you with our logo.

How does your corporate brand differentiate or position your company in the market?

We're an outdoor company that cares about design. We've put a lot of effort into making sure our collateral looks current, clean and professional, but is still accessible and down-to-earth.

Is your current branding strategy working as intended?

Yes.

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## E. Tell us about your Web site visitors (customers or clients)

*The more we know about your visitors, the better we can address their specific needs and interests. If this is a new or proposed business, give us your "best guess." (If you have market research, please attach a copy.)*

Most of your visitors are (circle one): ☒ (a) individuals (b) businesses or agencies (c) both

### If your visitors are predominately individuals:

What percentage is male?  50 %  female?  50 %

What is their general age group (circle all that apply):

(a) pre-teen (b) under 18 (c) young adult ☒ (d) adult (e) senior

What is the average education level:

high school  some college  college graduate  graduate

Average household income:

|                                           |                                                       |
|-------------------------------------------|-------------------------------------------------------|
| <input type="text"/> up to \$20,000       | <input type="text"/> \$61,000 to \$80,000             |
| <input type="text"/> \$21,000 to \$40,000 | <input checked="" type="text"/> \$81,000 to \$100,000 |
| <input type="text"/> \$41,000 to \$60,000 | <input type="text"/> \$100,000 +                      |

What do your customers have in common?

Many are adults who have just a little outdoor experience. They look to us to provide a safe , exciting outdoor experience. They are well-educated and have some disposable income.

Do they share any common occupations?

No

Is there a predominant language, other than English, among your customers? If so, what is that language?

No

### If your visitors are predominately businesses:

Do they sell a service, a tangible product, or both?

Do they tend to be small companies (less than 100 employees), middle level (100 to 1,000 employees), or large (more than 1,000 employees)?

Are there wholesalers, distributors, or agents between you and your customer?

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## F. Site Content

Content for this purpose is defined as text, graphic art, and photographs.

What information do you want to have on the site?

- A list of our upcoming activities
- For each activity we'll want to provide the following information:
  - Activity description
  - Maps
  - Photos from past activities
  - What to bring
  - Date and times
  - Activity leaders
- Some of our activities:
  - River rafting
  - Cross-country skiing
  - Wilderness backpacking
  - Day hiking
  - Windsurfing
  - Fishing
  - Mountain biking
  - Mountain climbing
  - Rock climbing
  - Kayaking and canoeing
- A way for individuals to enroll in an activity online through the web site
- Our contact information, including a way for them to contact us online
- Links to other outdoor resources on the web
- Photos of some of the activities we've lead in the past
- Customer testimonials that discuss positive experiences by our clients.
- Our activity leaders and their biographies
- Post our monthly newsletter online

Will this site make use of existing copy?

- ☐ Yes, existing content will be used exclusively without revision  
☐ Yes, existing content will be used exclusively but will need revision  
☐ No, all content will need to be created  
☒ Both, some existing content will be used and some new content will be created

Will you require new, original photography? ☐ Yes ☒ No.

Will you require new, original artwork/illustration? ☐ Yes ☒ No

Who will be responsible for providing new content? AI Design ☐ Internal ☒ Third party ☐

Will you sell banner ad space on your site?

No

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## **G. Site Maintenance**

How often do you anticipate updating your site content?

A couple of times a month.

Who will handle changes/revisions to this site?

☒ Internal staff ☐ AI Design ☐ Third party ☐ Other: \_\_\_\_\_

## **H. Technical Issues**

Do you have any technical requirements for the site?

- The site must be viewable in most web browsers
- It must load quickly
- It must be clean in design
- It must use our existing company logo

Thank you for taking the time to provide this important information. We are eager to begin the next step, so please return your completed questionnaire to AI Design as soon as possible.