

# WEB CLIENT SURVEY FOR WARWICK FULLER

By Cristie Fuller 0425201588

**Phone:** xxxxxxxx

**Business Name:** Moonlight Alpacas

**Address:** 306 Megalong Place Little Hartley

- **What is the name of your business and current/intended URL (web address)?**
- **Who are the primary contacts for this project? Who has final approval? Please provide full contact details (name, position, e-mail, telephone)**
- **Is there a launch date for the new site? Has the date been chosen to coincide with another event (trade show, annual report launch, etc.)?**
- **Do you have a specific budget for this project?**
- **Why would you like a website? What would you like to achieve with it?**
- **Who will be looking at your site in terms of:** Age range, economic position, web-savvy or not, newbie or experienced in Alpaca buying/care, existing/new clients, ... describe who you want to look at this site.
- **What will they come to your site for?** e.g. search for information, make contact, etc.

## DESIGN AND MOOD CONSIDERATIONS:

- **What kind of feeling would you like to evoke?** Here are some examples or please use your own words to describe more accurately... warm and welcoming... attention-getting... professional... creative ... unique... friendly... value for money... subdued... hard working...supportive...economical....old fashioned.... Aussie.... corporate.....boutique..... exclusive... reliable... clean... approachable...efficient... distinguished... crisp... colourful...etc etc!!
- **What colours do you like and would help evoke your chosen 'moods'?** Have a look at some of your favourite and least favourite sites to see what you think works.  
If the site is based on a dark background, the text will be in a light colour and vice versa.

- **If your client was searching in Google, what keywords might they type in?**
- **Please list the URLs of two or three competitors. What do you like and dislike about their Web sites?**

#### SITE LAYOUT:

- **How many pages do you need and what will their titles be?** Some ideas: Home, About us, Contact, For Sale, Gallery, News, Links
- **How would you like to enter the site?** Give some thought to the first page. Eg. Intro page with a description and showy photo. Full-page pic with links. Home page that would double as 'about us' or 'bio'. Home page with pretty much everything on it in boxes. Or some other configuration.

- **What type of layout do you like?**

Eg: Big banner at top, nav on the left and main body in the middle.

Banner blends in w background, nav underneath, 2 columns under that (one column containing photo). See <http://www.blaydonalpacas.com.au/> See their about us page... nice layout.

<http://www.alpaca.asn.au/> uses a narrow banner, three columns, the largest in the middle and lots of boxes to contain the info. Adds and nav on the sides.

<http://www.nattaginnialpacas.com.au/store/Default.asp> a big banner across the screen, information contained in one big box. (nav on the left. nav would have been better along the top of the box).

<http://www.mangowoodfarmalpacas.com.au/> A box, top and side nav with two columns left column contains nav. It's annoying how the box expands and contracts on each page.

Any other layout style that you have seen.

#### FURTHER COMMENTS: