



CLIENT SURVEY

GENERAL INFORMATION

1. What is the name of your company and your current URL?

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

2. Who are the primary contacts from your organization, and who has final approval on the projects? Please list names, titles, email addresses, and phone numbers.

Christopher Cameron, Owner
Rosebud Bicycle Builds (RBB)
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CURRENT SITE

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

People have given me positive feedback on the look of the site. I have not heard any negative reactions.

2. What specific areas of your current site do you feel are successful and why?

My main objective for the site is to convey a sense of style, premium quality and work for customers on their cycling products.

3. What shortcomings exist with the current site and what are some things you'd like to change?

Copy needs to be articulated in web friendly content and language, photos need better category flow.

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

Somewhat important... The present site with my business flyer.

REASONS FOR REDESIGN

1. What are the main reasons you are redesigning your site?

It requires a better flow, coordination or copy, images and services provided.

2. What are your primary business objectives (examples: increased sales, marketing, etc.)?

Presently, my site is not optimized for SEO. I desire an architecture that will deliver cyclists searching for cycling related services to have RBB a top hit and directed destination.

AUDIENCE/DESIRED ACTION

1. Describe who you imagine to be a typical site visitor/customer. Give basic demographics: age, gender, occupation, income level, purchasing habits.

Experienced cyclists and/or potential cyclists looking for cycling products and services a typical bike shop offering.

- o Age: 35 – 65 years
- o Gender: Male (75%)
- o Income Level: 75K – 250K
- o Purchasing Habits: Owns multiple bicycles

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, get an estimate, etc.)?

Understanding the different service levels and craftsmanship offered that separates and differentiates RBB from other bike shop in greater Puget Sound

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

Perfection in completed bicycle work that a normal bike shop cannot afford to offer.



PERCEPTION

1. Use a few adjectives to describe how your site visitor should perceive the new site?

Clarity of: Mission, philosophy, craftsmanship, detail, imagery, aesthetics and language.

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

My work holds a high value amongst my customers. My workspace needs to match my promise of the site. (Working to upgrade shop)

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? List competitor's website URLs or name of company.

My services are somewhat unique... In my eyes, I want to show people how RBB is not just another bike shop.

Branford Bike
<http://branfordbike.com/>

Cascade Bicycle Studio
<http://cascadebicyclestudio.com/>

Aaron's Bike Repair
<http://www.rideyourbike.com/index.shtml>

Jitensha Bike Studio
<http://jitensha.com/>

Above Category
<http://www.abovecategorycycling.com/>

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

<http://competitivecycling.com/>
Great product copy

CONTENT

1. Who will be responsible for creating site content?

Robert Hernandez and Chris Cameron

2. Describe any visual elements or content that you would like utilized on your site (logo, stock photography, images, etc.). logo, photos, images of custom work.

Images of custom work and logo

3. What are the main categories of information/content you would like to provide for a site visitor?

About, Services, Products, Contact, Press and Images

TECHNOLOGY

1. What is your target platform and browser (smartphone, computer, ipad/internet explorer, Firefox, safari, etc.)?

All of the above.

2. Are there any specific technologies [JavaScript (dynamic menus, image slideshows etc.)] that you would like to use in the site? How will these enhance the user experience?

No Java – must be cross-platform friendly.
cannot afford to offer.

MARKETING/UPDATING

1. What are your short-term marketing places to promote your new website? Facebook, Yelp! and Google+

2. Do you have an existing or planned long-term marketing strategy to promote use of your new site?

Social networking, shop sign/collateral.

3. Do you intend to keep the site updated? If so, how often?

Yes, as needed.