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_New Discovery Survey

1. Initial Information

* 1. Describe your organization in a few sentences

[   ]

* 2. What is the audience you are trying to target?

- ◯ Residents
- ◯ Businesses
- ◯ Visitors
- ◯ Other (please specify)

[   ]

* 3. Select five (5) goals from the list below that better reflect your vision for your new website. You can also use the textbox below to input additional goals.

- [ ] Easy to navigate

- [ ] User friendly

- [ ] Services oriented

- [ ] Search focused

- [ ] Provide easy access to events

- [ ] Showcase news often

- [ ] Attract potential business to your area

- [ ] Attract potential residents to your area

- [ ] Attract visitors

- [ ] Reduce calls by increasing usage of online services

- [ ] Increase online utility payments

- [ ] Increase use of online forms

- [ ] Showcase the beauty of the area

- [ ] Promote outdoors environment

- [ ] Showcase your community

- [ ] Prioritize Graphics

- [ ] Prioritize Content

- [ ] Prioritize accessibility for people with disabilities

- [ ] Show ourselves as modern and forward-thinking

- [ ] Show ourselves as a developing area

- [ ] Show ourselves as a family oriented community

- [ ] Increase government transparency

Other (please specify)

* 4. Are you targeting a specific "go-live date" for this project?

○ Yes

○ No

Please explain

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* 4. Are you targeting a specific "go-live date" for this project?

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2. Functional Information

5. Make a list of any social media websites used by your organization

6. What kind of online payment systems does your website currently provide, if any?

* 7. In your opinion what is the purpose of your website visitors in terms of needs, interests and goals?

* 8. What do you like about your current website?

* 9. What do you dislike about the current website?

10. What are the most frequently asked questions people ask on the phone or via email?

* 11. Is there any specific information you would like to promote on your new home page?

☐ Most Requested Services

☐ Events

☐ Meetings & Minutes

☐ News

Other (please specify)

[   ]

* 12. Website Navigation

This navigation represents the top categories for your website, all pages created on the system will be organized under these topics. When choosing the various topics, keep in mind that the navigation has a limited real estate and therefore the main topics should be as short and precise as possible.
Select from the list below the topics that best fit your organization:

☐ **About Us:** Includes Maps, History, Demographics, etc

☐ **Resources**

☐ **Programs**

☐ **Departments:** List of all departments

☐ **Services:** Includes information on services provided by the organization, this is particularly useful for directing users to content that lives inside specific departments and that the user normally doesn't know which department provides what service

☐ **"I Want To...":** Action based tasks such as "Find", "Get", "Pay", "Report", "View", etc. that often relate to services, events or directories which may or may not be associated with a particular department or topic.

Other (please specify)

[   ]

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3. Visual Design Information

* 13. What is the overall style that you would like your website to portray? Provide a few URLs of websites that represent this overall style

[   ]

* 14. Does your organization have a logo or seal?

( ) Yes, its use is mandatory

( ) Yes, its use is optional

( ) No

If the answer above is yes, please provide any additional comments on logo/seal usage, such as how prominent it should be within the design

[   ]

* 15. Does your organization have any specific branding guidelines that the website visual design should adhere to?

( ) Yes

( ) No

* 16. Does your organization have a tag line or a short descriptive text that needs to be incorporated into the website visual design?

( ) Yes

( ) No

If the answer above is yes, please provide the tagline or short descriptive text

[   ]

* 17. Please list any mandatory colors that we must use for your website design or color schemes that you believe represent the look and feel that you want to portray

* 18. What type of imagery would best reflect the mood you want your website to portray? Nature, people, activities, development, etc...

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4. Homepage Layout Information

There are four (4) different layout concepts that we recommend, each one has its own strengths. Please review with your team the "Layout Options - Case Studies" packet that was delivered by Vision when we first contacted you to get this project started.

* 19. After reviewing the case studies, please choose the layout that best fit your needs. For your convenience, you can download the different layout options by clicking on the links provided below.

○ Split Layout [download case study]

○ Scroll Layout [download case study]

○ Traditional Layout [download case study]

○ Search Centric Layout [download case study]

Based on your needs and goals, please explain how the chosen layout fits your needs

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5. Visual Design Direction - Split Layout

Please review the screenshots of the websites provided below and comment on specific elements that stand out to you whether they work for you, or you dislike them. Please keep your goals and audience in mind and feel free to comment on aspects such as color schemes, color tone, size, feel, imagery, style of elements, contrast, fonts, etc.

Split Layout Design Examples

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6. Visual Design Direction - Scroll Layout

Please review the screenshots of the websites provided below and comment on specific elements that stand out to you whether they work for you, or you dislike them. Please keep your goals and audience in mind and feel free to comment on aspects such as color schemes, color tone, size, feel, imagery, style of elements, contrast, fonts, etc.

Scroll Layout Design Examples

7. Visual Design Direction - Traditional Layout

Please review the screenshots of the websites provided below and comment on specific elements that stand out to you whether they work for you, or you dislike them. Please keep your goals and audience in mind and feel free to comment on aspects such as color schemes, color tone, size, feel, imagery, style of elements, contrast, fonts, etc.

Traditional Layout Design Examples

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8. Visual Design Direction - Search Centric Layout

Please review the screenshots of the websites provided below and comment on specific elements that stand out to you whether they work for you, or you dislike them. Please keep your goals and audience in mind and feel free to comment on aspects such as color schemes, color tone, size, feel, imagery, style of elements, contrast, fonts, etc.

Search Centric Layout Design Examples