

# Client Interview

Team Member Name(s): \_\_\_\_\_

Client Name: \_\_\_\_\_

Site Title: \_\_\_\_\_

The purpose of the interview process is for you to gain an understanding of what your client is trying to convey to their internet audience. You will want to interview your client to find out what is important. You will need to ask them good questions and agree upon goals for the site. You will need to discuss design requirements with them. This will include fonts and colors to be used that would emphasize a certain look and feel. Be sure and find out if they have a logo that will be included on their web site.

## Interview Topics

- Goals
- Target audience
- Content
- Design requirements
- Delivery requirements

## Goals

**Identify three long-term goals for your website (e.g. Provide an attractive site that represents our organization).**

1)

2)

3)

**Identify three immediate goals for your website (e.g. make a calendar of events that is easy to update, make organization forms available online, create a logo for the organization).**

1)

2)

3)

## Target Audience

**Describe the key characteristics of your target audience** (e.g. members of Key Club, business community, parents, and potential members).

- 1)
- 2)
- 3)

Age range of target audience:

Reading level of target audience:

Special requirements for disabilities within the target audience:

**How often will your target audience access your site? And why?** (e.g. Community members will visit the drama site monthly to view upcoming dates for plays.)

- 1)
- 2)
- 3)

## Content

**What should be the title of your site?**

**Describe the key content you want your target audience to gain from your site.** (e.g. KHS students and parents will understand the process for submitting senior pictures and the cost for purchasing a yearbook.) It may help to imagine yourself as different members of the target audience. What content would you expect to find on the site?

- 1)
- 2)
- 3)
- 4)

## Design Issues

**Use a few adjectives to describe how you want the target audience to perceive your site.** (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.)

1)

2)

**Please list two sites that are attractive and might be similar to the site you will be developing.** Share these sites with your client. Share specific elements you like about each site, such as navigation, colors, layout, and other design elements. Please note their reaction to what you present.

1)

2)

**Are there any organization colors, fonts, graphics, or logos that should be included in the design?**

1)

2)

**Are there any colors or fonts you don't want used on this site?**

1)

2)

## Delivery Requirements

**What browsers should this site support?**

- FireFox
- Internet Explorer
- Safari
- Other:

**What platforms should this site support?**

- Macintosh
- Windows
- Other:

## Other Questions

Remember the goal of this interview is to have the client paint a picture of the site you will be developing. If something seems unclear to you, you should ask for clarification. It is up to you to ask the right questions. It is important that you do not continually bother your client. So, go into the initial interview prepared with all of the questions you feel are necessary.

Other questions you would like to ask... (e.g. May I contact you via email to clarify questions I may have about your site needs?)

1)

2)

3)