August 12, 2014

Georgia Strait Alliance
Design Survey

In order to make our design meeting as productive as possible, we ask that you and your team invest the time to complete the following survey. It is a powerful diagnostic tool designed to bring everyone up to speed on your organization and goals — and at the same time spur the strategic thinking necessary for success in the project ahead. The questions relate to the following topics:

:: WEBSITE REDESIGN GOALS

:: POSITIONING

:: KEY MESSAGING

:: TONE

:: DESIGN DIRECTION

WEBSITE REDESIGN GOALS

• We've identified the following as your top goals for the redesign, is there anything you'd like to add?
-the new design should have a cleaner, more modern feel
-should not alienate the grassroots history/membership
-must remain approachable
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POSITIONING

• Are there other organizations doing something similar to you, potentially in other geographic regions, that are doing a <u>good job</u> with their web presence, and what specifically are they doing well?
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KEY MESSAGING

• Although we've already reviewed your goals around messaging, it would be helpful to the design decision making process if you could list in your own words, in order of priority, what are the most important things you would like to convey or highlight on the website?
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TONE

• Choose 3 or more emotions you would like your audience to feel when working with you (e.g. wonder, excitement, curiosity, etc.)
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• Choose 3 or more values you want your audience to recognize as driving your work. (e.g. innovation, professionalism, creativity etc.)
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· How would you like GSA to be perceived?

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Choose between the following the words that most represent the tone you would like for your website by bolding the word that fits, and then listing on a scale of 0-5 how much of that tone you would like to be expressed (0 being neutral):

For example if you wanted your design to be moderately soothing:
Exciting / **Soothing (2)**

Or if you wanted your design to be neutral between these opposing tones:
Exciting (0) / Soothing (0)

Now it's your turn:

Daring / Prudent
Light / Serious
Formal / Casual
Quiet / Loud
Simple / Complex
Subdued / Bright
Raw / Refined
Classic / Modern
Unusual / Mainstream

DESIGN DIRECTION

· List 3-5 websites that reflect a design aesthetic that fits with your aspirations for the new site design, and <u>what you specifically like about them</u>. (they do not have to be in the same industry/space)

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· Are there any red flags, or things we should be sure to avoid in the new design?

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·What would failure look like?
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· What would success look like?
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