GOBI WILD

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Design Team: Chris Cornwell, Emily McKinnon, Kairong Xu
Dev Team: Melissa Wong, Dwayne Linde

General Information

1. What is the name of your company and your current (or intended) URL?
Gobi Wild Nature Camps
www.gobiwild.com

2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.
William Sweigert
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4. Do you have a specific budget range already established for this project?
No. Bill is also aware that he will need to obtain a Dreamhost account, or at least a web server that will allow us to FTP our files.

Current Site

1. Do you feel your current site promotes a favorable user experience? Why or why not?
No, would be better if people could find info re: camps, an events calendar/listing, a way to sign up for camps w/paypal or square. He is unfamiliar with web design and was unable to create a functional site on his own.

2. What specific areas of your current site do you feel are successful? Why are they successful?
Gobi bear images are the only thing he felt positively about. Endangered gobi bears metaphor for children at play in nature (rare).

3. What shortcomings exist with the current site, and what three things would you change on the site today if you could?
   1. Create a sign up form
   2. Create an events calendar or listing of camp dates
   3. Improve SEO, he cannot find anything related to his site or his camps generally when he searches on google.

4. Have you conducted usability tests or gathered visitor feedback for your current site? If so, how long ago? Please include any reports or findings.
No

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

Keep it nature-y and definitely lots of bears. Bears are clearly an important theme. Think neutrals, blues, yellows, greens for the color scheme.

Reasons for Redesign
1. What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?
New site.

2. What are your primary online business objectives with the site redesign? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-term goals.
Increased awareness & usability. As a long-term goal, he hopes to eventually be able to have a way for the parents to sign up online and view protected photos/video of their kids at camp. If not protected, he would need a photo waiver from the parents.

3. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?
Primarily that it is very difficult to find information regarding his camps. His website isn't functional (no content) and the only other way people can find out about them is through the Bends Park Dept site, which is very difficult to use. Success would be easily measured by an increase in sign ups.

4. What existing strategy (both on- and offline) is in place to meet the new business objectives?
Bill only has the website, which is non-functional, and otherwise is currently using the Bend Parks Dept to book the camps. This strategy isn't sufficient, as he also finds He is unsure about marketing emails/mailing list, but would like to collect contact information for future use.

Audience/Desired Action
1. Describe a typical site visitor. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)
Mostly parents between the ages of 28-50, median income, living in Bend, OR that want to schedule camps for their children ages 6-12.

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)?
Find information about the camps (eg, dates) and sign up. He is content with a signup/waiver form that can be downloaded and printed (eg, PDF).

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

4. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure usage? Do you forecast usage to increase after the site launch and by how much?
None, new site

Perception
1. Use a few adjectives to describe how your site visitor should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.)
Adventurous, playful

2. List the URLs of any sites you find compelling. What specifically do you like about these sites?
Islandwood (https://islandwood.org/)
Rivendell Cycles (https://www.rivbike.com/)

Content
1. Will this site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? If not, will you be creating content in-house or using an outside provider?
In-house content. Bill will provide images (taken by himself, or with permission from others) and original written content.

2. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)
Colors: neutrals -- greens, yellows, blues, browns. Mentioned yellow flowers indigenous to Gobi Desert as inspiration. No logo currently. Potentially include paw print as part of logo.

Technology
1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?
Preferably at least Mac, but Windows too if possible and mobile phones. Bill will be the only person to provide final approvals.

2. Are there specific technologies (Flash, JavaScript, DHTML, etc.) that you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.
No

3. Will you have database functionality (dynamic content generation, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.

Not beyond what will be used for wordpress. He will be the only one with authentication. May expand that with time, as he would like a way for parents to login and view photos/video of their children at camp.

4. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.
Wants to integrate PayPal or similar for camp signups

5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.
Search capability may be helpful for those parents with a specific camp in mind.

6. A calendar is to be used with the site. What is the current calendar format that you currently use? (Google Calendar, iCal, etc.) Is more than one person going to be updating it? Will more than one calendar format be used in the updating? (e.g. Person 1 uses iCal, person 2, uses Google, etc.)
iCal is currently being used. Would like to sync calendar on the site with his personal calendar.

Marketing/Updating
1. How do most people find out about your current website? What kind of triggers prompt a visit (referral links, incentives, search engine terms)? What methods of distributing the URL already exist within the company on and offline?
Through Bend Parks and Rec. No social media, and do not plan on using it in the near future.

2. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6 to 12 months following launch)?

3. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

4. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?
Bill will be responsible for updating and providing content. Unsure how often site will be updated.

Chris's Interview Notes:

Logo ideas: circular? Paw print?
Gallery page. Will probably need filler images at first.
First camps will be this summer, hopefully we'll have some content after he's run a couple of events.
William uses iCalendar, so if we were able to incorporate that it would be ideal.

He wants the sign up sheet to be a downloadable file for parents to print out and physically sign the waiver. PDF?
He likes this website.
He likes his current tagline, but may not be married to it.

Dwayne's Interview Notes:

1. Calendar format that he uses: iCal, on his phone. He will be doing all scheduling and calendar functionality Thus, the WordPress Calendar Plugin that we choose should support iCal. I believe that Mike Sinkula also uses iCal; find out what the calendar plugin is that he uses for his site.
2. His current hosting is through wordpress.com; this needs to be changed, as wordpress.com doesn't support FTP. Talking with the client now about switching their domain over to Dreamhost.
3. They are not a 503(c) Non Profit yet, so they don't qualify for any discounts on that front.
4. He also has an interest in having a PayPal link on the site, so parents can pay for camp online.
5. He wants to have a waiver form that on the site; ideally he'd like a form that can take an electronic signature. Barring that, he'd like a PDF that parents can download, print out, and then bring to camp on the first day with a signature on it.
6. Target Audience: Parents who are looking for a summer camp for their children. Currently, they can access info about his camp through the Bend, OR Parks and Rec site.
7. He would also like a pamphlet that can be printed out from the site.
8. There is a gobi bear image on the site; he does have permission from the picture rights owner to use that photo.