January 20, 2010

Washington Hall Website Project   Prepared for Washington Hall Website
Clients: Historic Seattle, Eugenia W.   Prepared by: Carol Tompkins
       4Culture: Sara E.

DISCOVERY PHASE DOCUMENTS:
Client Survey, Maintenance Survey, Expanded Tech-Check, Communications Brief Worksheet

THE CLIENT SURVEY

General Information

1. What is the name of your company and your current (or intended) URL?

washingtonhall.org and possibly washingtonhall.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.

Client: Historic Seattle and 4Culture

Primary Contact: Eugenia W., Director of Preservation Services of Historic Seattle. Eugenia has final approval on the project.

Email: info@historicseattle.org

Phone: 206.###.####, ext. ###

3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?

We are planning on having this site launch in mid-March, just before a promotional event is being held. The date of the event is still being determined but we would like to use the website as a resource for event guests. Our goal is to create an informational website, using WordPress as a content management system.

4. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

Currently there is no budget for this project. The domain name has been purchased and hosting has been set up. Any photography, writing, editing will be supplied by the client. Carol Tompkins web design services are being donated as part of a student internship project.

Current Site

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

NA. This is a new site.

2. What specific areas of your current site do you feel are successful? Why are they successful?

NA. This is a new site.

3. What shortcomings exist with the current site, and what three things would you change on the site today if you could?

NA. This is a new site.

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.

NA. This is a new site.

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

A logo for the Washington Hall project is currently being designed by an outside designer. This logo will be used on the website as well as other promotional materials.

Reasons for Redesign

1. What are the main reasons you are redesigning your site (new business model, outdated site, expanded services, different audience)?
NA. This is a new site being developed to promote Washington Hall. Currently there is some promotion of this project on both the Historic Seattle and 4Culture websites, but this website would focus on Washington Hall.

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.

This new site is being created to help inform the public of the renovation of this landmark site and to promote Washington Hall as arts performance and community center. This site should also promote and provide information about facility rental as well as current/future events occurring at Washington Hall.

Secondary goals of this website are to encourage donations to the renovation project and inform the public about Historic Seattle and 4Culture organizations.

A long-term goal of this website is to promote Washington Hall as a arts and community center that has a rich history and is available for rentals.

3. What is the main business problem you hope to solve with the site redesign? How will you measure the success of the solution?

Getting word out about this site so people will become informed and interested in Washington Hall. The success of this site will be difficult to measure, however we will suggest using Google Analytics to track the number of visits to this site. One source of measuring success will be the feedback that is received back from visitors/renters to Washington Hall and members of the Historic Seattle and 4Culture organizations.

4. What existing strategy (both on- and offline) is in place to meet the new business objectives?
Historic Seattle and 4Culture are brainstorming additional methods to market this website which will drive visitors to this site. Some ideas include continued coverage on each organization's websites and email messages, press coverage and open house events to introduce the public to Washington Hall.

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.)
There should be a few different kinds of visitors to this site. Of these visitors, most will be adults who are involved in arts or community organizations. Their ages, occupations, income levels and computer skills will vary. Because of this, usability is key. We want to make a website that fulfills the various visitor needs and is easily navigable.

- A. **Potential Renters/Partners/Anchor Tenets** — these visitors are artists or part of a community group who are interested in renting the space either for short term or long term usage. These visitors will be looking for information on rental availability and rates. They will need specific facility information with details like square footage, equipment availability, downloadable pdf files of floor plans and a calendar showing open dates.
- B. **Event Attendees** — these visitors are people who will be attending events at Washington Hall. They will need a calendar to see when specific events are happening, a short description of events and links to the organizations holding the events so that they can get more information as well as tickets to events.
- C. **People with historic connections to Washington Hall** — these people have direct connections to the hall. Perhaps they lived at Washington Hall, performed or attended performances. They will be interested in historic images/performance posters and stories about the hall. These visitors will also be interested in the current renovation status of the hall and future use of the hall. A search function to see previous performances/speakers is desired for these visitors. A method for them to contact Washington Hall/Historic Seattle to contribute images and stories is desired (perhaps a connection to a Flicker account).
- D. **Potential Donors and Sponsors** — these are people who are interested in helping with the renovation of the building. Historical information and images are very important to these visitors along with current information and images showing the renovation process. A method for them to donate online will need to be set up.
- E. **Volunteers** — these are people who would be interested in volunteering on work projects to help with the renovation.

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)?

    A. Rent space — these visitors will be looking for information about renting this facility. Slideshow and downloadable pdfs are desired.

    B. Obtain historic information — these visitors are looking for information and images about Washington Hall's history and the current renovation project. Slide show showing historic images and another showing current images is desired.

    C. Opportunity to donate or volunteer — these visitors are wanting to become involved either by donating money, materials or volunteering their time on the renovation.

    D. Searching for information — these visitors are looking for information on what events are occurring, directions to get to Washington Hall, parking and bus route information.

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

This site will provide specific information about Washington Hall, it's history, the renovation, rental and event information.

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?

NA. This is a new site, but once it is launched we will be using Google Analytics to find out more about who is visiting the 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.) Is this different than the current image perception?

"Cool", historic but with a contemporary feel (with lots of images), artsy, creative, community oriented, accessible, not stuffy, forward thinking.

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

NA. This website is a new project so although there is a history with this building, many people are unfamiliar with the building and the plans for it's future use.

Historic Seattle, like many preservation groups is perceived to more "elitist". One goal of this organization for this site is to be viewed as more "approachable and multi-generational"

4Culture, has been perceived to be "too community arts focused". One goal of this organization is to emphasis that quality is the "highest priority".

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

While this is a new website, it will have some similar content to other sites. However this site will need to combine the info mat ion on the history, the current renovation, encourage donation and offer rental and event information.

Competitor URLs:

http://www.fremontabbey.org/ (similar content only — like the aesthetics)

http://www.centuryballroom.com/ (similar content only — not super fond of the look & feel)

http://www.culturaldc.org/ (similar content only — not super fond of the look & feel)

http://www.martinwoldsontheater.com/Default.aspx (similar content only — probably more larger scaled website and fancier than needed for WA Hall)

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

    http://www.ontheboards.org (*Aesthetics and archive function)*

    http://www.4culture.org/publicart/default.aspx (*Aesthetics only)*

    http://sitespecificarts.org/ (*Aesthetics only)*

    http://ontheboards.tv/ (site will be live on Jan 21) (*Aesthetics only)*

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?
While this is a new site, some of the content is currently being used on the Historic Seattle site (www. historicseattle.org) to promote this renovation to it's members.
Eugenia W. will be responsible for all content and approvals. The content will be created in-house.

2. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site or an expansion?
This is a new site and the structure will need to be developed and will change over time once the renovation phase of the project is over. For now we know that we want to have sections covering "About", "History", "Rentals", "Renovation/Preservation", "Events" and "Contact Us". More work needs to be done with this.

3. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)
Since this is a new site, all visual elements will need to be created specifically for this site. A logo is currently being selected for this site by another designer and will be incorporated into the site design. Currently there are images and text that is currently being used on the two organizations sites and there is additional content being generated and collected .

4. How will the content of this site (along with functionality, and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?
This is a new site therefore, all of this will need to be developed. Some content will be similar to information currently shown on the Historic Seattle website but will go into greater detail about the project.

Technology

1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?
Both Mac and PC platforms and the most current and frequently used browsers. Carol Tompkins will still need to ask your webmaster, Marissa some questions to clarify some points.

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.
Not at this time.

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.
NA. This is a new site. Database functionality should not be needed for this site.

4. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.
This site will need to have the capacity to handle secured transactions for donations. Currently Historic Seattle is using Donate Now (through Network for Good). Some research will need to be done by Historic Seattle to see if using Donate Now would be the best choice for this website.

5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.
 A search function may be needed to search for information contained within the site. ie to find out when specific performers were at Washington Hall. More research is needed for this.

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?

Initially most people will find this site through email and website announcements by the two organizations, Historic Seattle and 4Culture. Both organizations currently have content about this project on their home pages and this

project has recently been featured in various newspapers. Each organization also regularly emails their members and 4Culture has a Facebook page. Eventually facility renters and events should help promote Washington Hall in the process of promoting their events.

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

We want to launch a working version of this site by mid-March, 2010 in time for an opening event. Marketing efforts should be started before the final finished site is launched but we may be creating a working version of this site during the time allowed this quarter and the final content will need to be added by the client.

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

This is currently being developed by both organizations.

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

After the initial development of this site, Eugenia W. at Historic Seattle will determine who will maintain the site. This site will be built using WordPress and should be easy for anyone trained in WordPress to update the site. Eugenia is currently using WordPress to maintain a blog site for Historic Seattle.

During the renovation phase, weekly updates can be expected to the site. After this phase is over, the website will shift from highlighting the renovation to highlighting current uses and rental of the building. The website will be built with these future changes in mind and the site should be expandable to allow for future growth as desired.