

## **Client Project- Website Design and Development**

### **Graphic Design**

### **Murdoch University**

**Thankyou for taking the time to answer this questionnaire.**

This survey is the first stage in our web design and development process and will help provide the students with a clear understanding of your project needs. Please fill out the information below as thoroughly as possible.

*The more information you provide the better we can help you.*

Thanks

Dr Mark Cypher

Senior Lecturer  
Academic Chair Graphic Design  
Graphic Design  
School of Arts

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#### **About your organisation**

**1.** Provide a description of your organisation/brand and your industry

Fashion Industry

Making girls clothes and lavalava (Samoan sarongs), modelling (self).

**A.** Who are the primary contacts from your organization, and who has final approval on the project? Please list names, email addresses, and phone numbers.

Please provide all contact details

**Name- Tia Semi (via Gina Semi)**

Email- [tia.silulu@gmail.com](mailto:tia.silulu@gmail.com) AND [missgeevious08@gmail.com](mailto:missgeevious08@gmail.com)

Mob Phone- 0459027812

Address- 17 Herald Rise, Greenfields, 6210.

**B.** Are any of the primary contacts likely to be un- contactable throughout the length of the project? If so can you indicate the approximate dates this will happen?

**Working time (busy) - 8:30 - 12 Tuesday, 15:30-19:00 Friday, 7-11 Saturday**

## **2. List some web sites that you like and why? (Preferably from your service sector, but not essential)**

A. H n M Website. Lots of pictures (best way to communicate for me), and simple text.

B. Cotton On. Funky and colourful, which is like my brand. Not too uniformed.

C <https://pigeonhole.com/> - very succinct. Includes Instagram. Can include modelling component, shop component all together nicely in this structure.

## **3. List some sites you hate, and why? (Preferably from your service sector, but not essential)**

None to mind. Anything too busy, or too much text. Too distracting to read. Hard to follow.

## **4. What is the purpose of this site? (e.g., to promote a service, customer service, dissemination of knowledge)**

- To display all the products I have made.
- Promote my modelling, and show my past works.
- Write blogs of my journey.
- Connect with my culture.

## **5. Please provide a hierarchical list of your goals for this site from most important to least important.**

- Modelling career
- Clothes
- Blogs

## **6. Do you have any existing marketing/PR campaign material in digital format? And do you want the website to tie in with any existing marketing materials/ logos?**

Have a digital logo. Have a branding that I want to keep the same.

## **7. Who is the primary audience?**

A. What are the interests of the target audience?

Islands clothes, beach wear, LavaLava (to the pacific islanders specifically), help others to find their strengths/promote people to follow their dreams

B. What do they find appealing?

As above.

C. Why do your customers need you? What is the most important benefit you offer (from your customers' perspective)?

Because I am in inspiration to many.

D. What is their average age?

20-35 age range is the current target following.

## **8. Where will content for the site come from?**

Current content on my website, Instagram, youtube, facebook, twitter, and other materials already made.

A. Will it be newly created, re-purposed or both? Both

B. Do you have all the content (text, images, video) for the website ready to be used?  
Yes

C. When will the content be ready?

Now

## **10. If you were a user what search words might you use to locate the site on Google/Yahoo?**

Beach Wear, Funknsoul97, Island Girl, Deaf Girl, Runway, Model with disabilities.

## **11. How do you want your company/organisation to be perceived?**

Fun, Family, Friends, Culture (Samoan, Polynesian)

## **12. Who are your direct competitors, partners or industry colleagues? (include URL's)**

Jolielei – Instagram

## **13. What do you offer that is different from your competition?**

Paint myself (handmade), I am connected and a part of many communities (eg. Pacific islanders, people with disabilities)

## **14. Perception**

A. Please list some adjectives describing how you want visitors to perceive the new site

Colourful, Funky, Accessible,