doublethought
graphics•internet etc

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**Goal Survey**
The purpose of this survey is to clarify and convey your intentions for this project.

| **Tangible** | **N/A** | **Importance** | | | | |
|---|---|---|---|---|---|---|
| Increased sales | O | 1 | 2 | 3 | 4 | 5 |
| Increased product availability/accessibility | O | 1 | 2 | 3 | 4 | 5 |
| Information about consumers | O | 1 | 2 | 3 | 4 | 5 |
| Consumer submitted information | O | 1 | 2 | 3 | 4 | 5 |
| Ordering efficiency | O | 1 | 2 | 3 | 4 | 5 |
| Saving customer service time | O | 1 | 2 | 3 | 4 | 5 |
| Subscriptions/email lists | O | 1 | 2 | 3 | 4 | 5 |
| **Intangible** | | | | | | |
| Improved consumer product familiarity | O | 1 | 2 | 3 | 4 | 5 |
| Improved corporate familiarity & marketing image | O | 1 | 2 | 3 | 4 | 5 |
| Web site flavor/mood/tone/graphics | O | 1 | 2 | 3 | 4 | 5 |
| Web site consistency/professionalism | O | 1 | 2 | 3 | 4 | 5 |
| Web site navigation & content organization | O | 1 | 2 | 3 | 4 | 5 |
| Consumer education (reports/articles/blog) | O | 1 | 2 | 3 | 4 | 5 |
| Online customer service | O | 1 | 2 | 3 | 4 | 5 |
| **More** | | | | | | |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |
| _____ | | 1 | 2 | 3 | 4 | 5 |