nma**designsurvey**

:: Project**Questionnaire**   **KCC**NewMediaArts

For The Lyte Foundation website project

:: art 249 client web site survey

Please take a moment to complete this short questionnaire. The information that you provide will help enable the students to create a site that is best suited for your needs.

1. **Please provide for us a brief description of the project. Be sure to include any relevant background information that we should know.**

   I am working with Vicki Viotti in creating a non-profit called The Lyte Foundation. This foundation will serve as an umbrella for educational programs for helping clients in Hawaii with health and other issues related to challenges to different populations.

2. **Do you already have a web site? Or is there a web page or site that already exists where users can read about your organization online? If so, what is the url? How do you feel about this existing site/page? What would you like to do if you had your own site?**

   We have not looked at any models for websites but will do so if our project is accepted. If we had our own site, we would use it as the main vehicle for information dissemination for the various projects we plan to produce.

3. **How big do you anticipate the site being? How many pages do you think that it should have? How would you categorize and title those pages?**

   Initially, we would see a site that consists of 6 pages: a home page, a description of our foundation, an about us page, a what's new page, a links page and an contact us page.

4. **What is your primary objective for this site? What is the main purpose for having this site?**

   The main purpose of having the site is as a vehicle to distribute information to various interested parties including but not limited to: the general public and potential grant funding organizations.

5. **Who is your target audience?**

    a. Age : **any age from school age through seniors**

    b. Gender : **both male and female**

    c. Income: **all income brackets**

    d. Education: **any level of education**

    e. Occupation: **any occupation**

    f. Computer experience: **enough to get online and access websites**

    g. Spending Habits: **all types**

    h. Special Interests: **health, education, music, Hawaiiana, children issues**

    i. Geographic Location : **worldwide but main focus in Hawaii**

6. **Who are your competitors? Do they have any web sites? If so, briefly tell us what you like and dislike about their sites.**

    No real competitors right now but some partners who we plan to work with would be: HMSA, Kaiser, other health insurance companies, organizations focused on health education and disease prevention such as the Diabetes Asso., Heart Assoc. and Cancer Society.

7. **In addition to the text that will be on the web site, what additional assets, or digital files, do the designers need from you in order to build your site?**

    Photos of of staff and board of directors, pictures and videos of related projects and individuals involved. All additional files will be provided by us to the web designer should we be chosen

8. **What else is important to you that you think that we should know?**

    We have 2 major projects in the works: The Lyte Bites Cookbook which is focused on tasty, local recipes for disease prevention (especially diabetes) and The Hope For Our Children music project which is a music project envisioned by David Tasaka and IZ (David worked with IZ for 2.5 years as a weight and life consultant) which would gather various children from different schools singing positive songs (perhaps written by themselves) in a cd which would be marketed as a tool for increasing the self esteem of local children (especially Hawaiians).