

The purpose of this form is to gather valuable data from Kennell staff regarding kennellinc.com and how well it is working for Kennell & Associates. The form is intended to give staff a chance to offer constructive criticism – both positive and negative – about how the website works and how it might need improvement.

In what way(s) does the current kennellinc.com effectively communicate what you think needs to be conveyed?

What type(s) of information do you believe needs to be made available on the site that is not currently available?

In what ways does the website *work well* for its intended user base?

How could the site be *improved* to communicate more effectively with its intended user base?

Should the main navigation be changed? (For instance, should “Job Info” be made a sub navigation item on another page?)

Yes No

If yes, list broad categories of information that might be better choices for main navigation. Give examples of sub items for each main category if you think of any:

Are there routine office functions that could be made easier by having interactive tools available for users to download or email to the office?

Yes No

If yes, give examples:

Do you think a “news” page updated quarterly would be useful to K&A’s client base?

Yes No

If yes, list topics of interest that clients might enjoy reading about or find useful:

Do you know of any websites that offer articles or other content that kennellinc.com might link to?

Yes No

If yes, list URLs:

Would recorded audio or video be useful for users to download?

Yes No

If yes, what types of information might be useful to share with users in a podcast?

What key words might be useful to use in search engines to find photography or other usable, royalty-free or rights-managed content?

If you were asked to supply metadata for search engines, what key words would you suggest using to help search engines find *kennellinc.com*?

Does the look and feel of the site convey how you think of Kennell & Associates' image?
Yes No Sort of

If no, in what ways does the look and feel not effectively reflect K&A values and identity?

What artistic elements (if any), such as color, photography and graphics work well for the site?

In what ways could artistic elements, such as color, photography and graphics be improved?

Have you seen other websites published by competitors or similar companies that you think have elements that kennellinc.com should consider adopting. Yes No

If yes, list URLs in the space provided. Point out specific elements including interactive tools of each website that you like or you think might be useful in a site redesign.