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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**
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