

2013



HARRELL
design group^{pc}

**CREATIVE STRATEGY
ASSESSMENT**

KEYWORDS

CUSTOMER-ORIENTED

INNOVATION

FORWARD-THINKING

STABILITY

BUSINESS PROFILE

FULL-SERVICE OFFERING
NOT INCLUDING CIVIL

REGIONAL CLIENT BASE
EASTERN UNITED STATES

EXPERIENCED LEADERSHIP
MORE THAN 20 YEARS

FUTURE-FOCUSED
PLANNING FOR FUTURE GROWTH

CLIENT PROFILE

HEALTHCARE INDUSTRY

FEDERALLY FUNDED

LARGE-SCALE PROJECTS

SUBSTANTIAL BUDGETS

BUSINESS DESCRIPTION

Harrel Design Group can be described as a future-oriented business, focused on providing elite customer services. The company offers a full spectrum of architectural, mechanical, and engineering services for clients located in the Eastern United States. The group mostly caters to federally funded projects, but has the ability to develop a broad-range of project types from retail and commercial spaces to large-scale university and healthcare buildings. Typical project budgets range between \$500,000 and \$10 million.

Harrell Design Group prides itself on its ability to think structurally, strategically, and efficiently. The firm strives to always be customer-focused, forward thinking, and innovative whenever possible. The members of the group's team have been carefully selected based on their industry knowledge, career-experience, level of skill, and ability to visualize, plan and build projects with a wide-eyed view – with the customer's needs and budget in mind.

CUSTOMER PERSPECTIVE

HOW WOULD YOUR CUSTOMER DESCRIBE YOUR BUSINESS?

ARE YOUR CUSTOMERS HAPPY WITH THE SERVICES PROVIDED?

DOES YOUR CUSTOMER NEED A SERVICE THAT IS NOT OFFERED?

HOW DOES HDG HANDLE CLIENT RELATIONSHIPS?

BUSINESS PERSPECTIVE

WHAT ARE YOUR COMPANY'S STRENGTHS? WEAKNESSES?

WHAT IS YOUR COMPETITIVE ADVANTAGE?

DESCRIBE YOUR CURRENT CLIENT-BASE

DESCRIBE YOUR IDEAL CLIENT-BASE

BUSINESS STRATEGY

WHAT IS THE PRIMARY GOAL TO REACH?

WHAT OTHER OBJECTIVES WOULD YOU LIKE TO ACCOMPLISH?

WHAT IS YOUR TIMEFRAME TO REACH THESE GOALS?

HOW MUCH ARE YOU WILLING TO INVEST?

THE VISION

WHERE DO YOU SEE THE COMPANY NEXT YEAR?

WHERE DO YOU SEE THE COMPANY IN 5 YEARS?

WHERE DO YOU SEE THE COMPANY IN 10 YEARS?

WHAT HAPPENS TO HDG WHEN YOU RETIRE?

BRAND CHARACTER + PERSONALITY

IF HDG WAS A CAR, WHAT WOULD IT BE + WHY?

IF HDG WAS AN ANIMAL, WHAT WOULD IT BE + WHY?

IF HDG WAS A PERSON, HOW WOULD YOU DESCRIBE THEM?

AS A CLIENT, WOULD YOU CHOOSE HDG? WHY?

CUSTOMER PERSPECTIVE

WHY DO CUSTOMERS VISIT YOUR SITE? HOW OFTEN?

WHAT DO YOUR CUSTOMERS WANT TO SEE ON YOUR SITE?

CAN CUSTOMERS EASILY FIND WHAT THEY NEED?

HOW WILL YOU FOCUS THE SITE FOR CLIENTS?

BUSINESS PERSPECTIVE

WHAT WOULD YOU LIKE THE WEBSITE TO ACCOMPLISH?

HOW WILL YOU KEEP SITE CONTENT EDUCATIONAL, USEFUL AND RELEVANT?

HOW MUCH TIME WILL BE DEDICATED TO UPDATING SITE CONTENT? HOW OFTEN?

WHAT WOULD YOU LIKE TO PROMOTE TO YOUR SITE'S VISITORS?

HOW DO YOU SEE THE SITE INTEGRATING INTERNALLY?

HOW DO YOU SEE THE WEBSITE ASSISTING WITH DAILY TASKS?

HOW CAN THE SITE MAKE THE COMPANY MORE EFFICIENT?

WHAT FEATURES WOULD YOU LIKE TO SEE?

SITE PROFILE

WHERE ARE YOUR CUSTOMERS COMING FROM? ARE THEY DIRECT VISITORS?

ARE MOST OF YOUR VISITORS UNIQUE? WHAT % RETURN? HOW LONG DO THEY STAY?

HOW DO CUSTOMERS FIND THE SITE? WHAT ARE YOUR CURRENT GOOGLE RANKINGS?

WHAT PAGES ARE VISITED MOST OFTEN? WHICH ONES ARE NOT?

ONLINE STRATEGY

HOW WILL YOU INCORPORATE SOCIAL MEDIA? VIDEO? ED?

HOW WILL YOU PROMOTE YOUR WEBSITE?

WHO IS YOUR COMPETITION? LOCALLY + NATIONALLY

HOW WILL THE SITE HELP TO GROW THE BUSINESS?

HOW IMPORTANT IS THE INFORMATION CURRENTLY LISTED ONLINE?

PLEASE RANK THE FOLLOWING IN ORDER OF MOST IMPORTANT [1] TO LEAST IMPORTANT [10]

ABOUT THE COMPANY
PROJECT PROFILES
EMPLOYEE LOGIN

SERVICES OFFERED
CLIENT LIST
OFFICE + CONTACT INFO

INDUSTRIES SERVICED
CAREER OPPORTUNITIES

PROJECT PORTFOLIO
LEADER PROFILES

HOW IMPORTANT IS THE INFORMATION NOT CURRENTLY LISTED ONLINE?

PLEASE RANK THE FOLLOWING IN ORDER OF MOST IMPORTANT [1] TO LEAST IMPORTANT [20]

INDUSTRY NEWS
EDUCATIONAL RESOURCES
INTERNSHIPS
GEOGRAPHIC REACH / MKT
TEAM KNOWLEDGE

LEED : GREEN / SUSTAINABILITY
PERSPECTIVE / APPROACH
COMPANY CULTURE
COMPANY EXPERTISE
IDEAS + INNOVATION

COMPANY PHILOSOPHY
ADVERTISING / MARKETING
INDUSTRY AWARDS
ZERO ENERGY / EFFICIENCY
PHILANTHROPY / STEWARDSHIP

KEY CONTACTS
SOCIAL MEDIA
OFFICE PHOTOS
BLOG / RSS
TEAM PROFILES

ADDITIONAL QUESTIONS

IS THERE ANY INFORMATION NOT LISTED ON THE SITE?

SHOULD ANY INFORMATION BE REMOVED FROM THE SITE?

ARE ALL OF THE COMPANY'S SERVICES LISTED?

HOW DO **YOU** INTERACT WITH THE SITE + WHEN?