

# Chatham County Web Design Survey

Your county government needs your help to improve its website. We are getting input from residents and employees on the design, content, organization and features of the website. This survey focuses on the design elements, including what colors, photos, or logo images would best represent Chatham County on its website.

|   |   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
|---|---|---|---|--|---------------------------------------|---|---|--|--|--|---|--|---|---|--|---|--|
| 1.  | <p>What would be the most desirable photos or images to feature on the opening web page that would provide a positive introduction to Chatham County? You can select up to <b>THREE</b> options below:</p> <table border="0"> <tr> <td><input type="checkbox"/> Historic Courthouse (or its clock tower)</td> <td><input type="checkbox"/> Major industries in action</td> </tr> <tr> <td><input type="checkbox"/> Active farms (organic, dairies, etc.)</td> <td><input type="checkbox"/> Rural scenes</td> </tr> <tr> <td><input type="checkbox"/> County employees at work</td> <td><input type="checkbox"/> Historic features of our towns</td> </tr> <tr> <td><input type="checkbox"/> Faces of county residents (diverse)</td> <td><input type="checkbox"/> Forest scenes</td> </tr> <tr> <td><input type="checkbox"/> Jordan Lake (scenic, marinas, etc.)</td> <td><input type="checkbox"/> Samples works of local artists</td> </tr> <tr> <td><input type="checkbox"/> Rivers (scenic, canoeing, etc.)</td> <td><input type="checkbox"/> County recreation (parks &amp; trails)</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Specific attractions or sites. Please list specific sites:</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Specific wildlife or animals. Please list suggestions:</td> </tr> </table> | <input type="checkbox"/> Historic Courthouse (or its clock tower) | <input type="checkbox"/> Major industries in action | <input type="checkbox"/> Active farms (organic, dairies, etc.) | <input type="checkbox"/> Rural scenes | <input type="checkbox"/> County employees at work | <input type="checkbox"/> Historic features of our towns | <input type="checkbox"/> Faces of county residents (diverse) | <input type="checkbox"/> Forest scenes | <input type="checkbox"/> Jordan Lake (scenic, marinas, etc.) | <input type="checkbox"/> Samples works of local artists | <input type="checkbox"/> Rivers (scenic, canoeing, etc.) | <input type="checkbox"/> County recreation (parks & trails) | <input type="checkbox"/> Specific attractions or sites. Please list specific sites: |  | <input type="checkbox"/> Specific wildlife or animals. Please list suggestions: |  |
| <input type="checkbox"/> Historic Courthouse (or its clock tower)                   | <input type="checkbox"/> Major industries in action   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Active farms (organic, dairies, etc.)                      | <input type="checkbox"/> Rural scenes   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> County employees at work                                   | <input type="checkbox"/> Historic features of our towns   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Faces of county residents (diverse)                        | <input type="checkbox"/> Forest scenes  |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Jordan Lake (scenic, marinas, etc.)                        | <input type="checkbox"/> Samples works of local artists   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Rivers (scenic, canoeing, etc.)                            | <input type="checkbox"/> County recreation (parks & trails)   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Specific attractions or sites. Please list specific sites: |   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Specific wildlife or animals. Please list suggestions:     |   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| 2.  | <p>Should images on the opening webpage:</p> <p><input type="checkbox"/> Rotate among several images every few seconds</p> <p><input type="checkbox"/> Rotate among several images every few days</p> <p><input type="checkbox"/> Remain the same all the time</p> <p><input type="checkbox"/> Don't think we need photos or images of the county on the opening page</p> <p><input type="checkbox"/> Not sure</p>  |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| 3.  | <p>What two colors do you think best represents Chatham County in developing the website design? Select up to <b>TWO</b> color choices.</p> <table border="0"> <tr> <td><input type="checkbox"/> Green</td> <td><input type="checkbox"/> Blue</td> <td><input type="checkbox"/> Red</td> </tr> <tr> <td><input type="checkbox"/> Yellow</td> <td><input type="checkbox"/> Black</td> <td><input type="checkbox"/> Orange</td> </tr> <tr> <td><input type="checkbox"/> Brown</td> <td><input type="checkbox"/> Purple</td> <td><input type="checkbox"/> Other (list):</td> </tr> <tr> <td colspan="3"><input type="checkbox"/> Not sure</td> </tr> </table> <p>If you selected colors, why were these colors selected?</p>   | <input type="checkbox"/> Green                                    | <input type="checkbox"/> Blue                       | <input type="checkbox"/> Red                                   | <input type="checkbox"/> Yellow       | <input type="checkbox"/> Black                    | <input type="checkbox"/> Orange                         | <input type="checkbox"/> Brown                               | <input type="checkbox"/> Purple        | <input type="checkbox"/> Other (list):                       | <input type="checkbox"/> Not sure                       |  |   |   |  |   |  |
| <input type="checkbox"/> Green  | <input type="checkbox"/> Blue   | <input type="checkbox"/> Red                                      |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Yellow   | <input type="checkbox"/> Black  | <input type="checkbox"/> Orange                                   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Brown  | <input type="checkbox"/> Purple   | <input type="checkbox"/> Other (list):                            |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| <input type="checkbox"/> Not sure   |   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |
| 4   | <p>What are the most important elements to consider in designing the overall look of the county's website? Select up to <b>THREE</b> items below.</p> <p><input type="checkbox"/> Designs that will work well with older computers or slower internet connections</p> <p><input type="checkbox"/> Accessibility by disabled residents</p> <p><input type="checkbox"/> Modern, updated appearance</p> <p><input type="checkbox"/> Photos and graphic images to convey messages</p> <p><input type="checkbox"/> Consistent look and feel on all pages, even if content options vary widely</p> <p><input type="checkbox"/> Clear county identification on all pages</p> <p><input type="checkbox"/> Main menu options in the same place</p> <p><input type="checkbox"/> Clean, uncluttered appearance, especially the opening page</p> <p><input type="checkbox"/> Visible "quick buttons" to get to most requested pages</p> <p><input type="checkbox"/> Distinctive Chatham County look and feel</p> <p><input type="checkbox"/> Rural nature of the county</p> <p><input type="checkbox"/> Not sure</p> <p><input type="checkbox"/> Other (please list):</p>   |   |   |  |                                       |   |   |  |  |  |   |  |   |   |  |   |  |

|   |   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
|---|---|---|--|---|--|---|--|--|---|---|---|--|--|---|-----------------------------------|---|--|
| 5.  | <p>In developing a Chatham County logo for the website (and possibly for other uses), what images are most important to convey as part of a county logo? Select <b>TWO</b> options:</p> <table border="0"> <tr> <td><input type="checkbox"/> Rivers and lakes</td> <td><input type="checkbox"/> Farms and other rural scenes</td> </tr> <tr> <td><input type="checkbox"/> Courthouse clock tower</td> <td><input type="checkbox"/> Government in action</td> </tr> <tr> <td><input type="checkbox"/> Manufacturing/industry</td> <td><input type="checkbox"/> Not sure</td> </tr> <tr> <td><input type="checkbox"/> Forests</td> <td><input type="checkbox"/> We don't need a logo (skip to last question)</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> New Welcome to Chatham signs</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Certain animals or wildlife (please specify):</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Other suggested images (list below):</td> </tr> </table>   | <input type="checkbox"/> Rivers and lakes           | <input type="checkbox"/> Farms and other rural scenes  | <input type="checkbox"/> Courthouse clock tower | <input type="checkbox"/> Government in action          | <input type="checkbox"/> Manufacturing/industry     | <input type="checkbox"/> Not sure      | <input type="checkbox"/> Forests                 | <input type="checkbox"/> We don't need a logo (skip to last question) | <input type="checkbox"/> New Welcome to Chatham signs |   | <input type="checkbox"/> Certain animals or wildlife (please specify): |  | <input type="checkbox"/> Other suggested images (list below): |                                   |   |  |
| <input type="checkbox"/> Rivers and lakes                               | <input type="checkbox"/> Farms and other rural scenes   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Courthouse clock tower                         | <input type="checkbox"/> Government in action   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Manufacturing/industry                         | <input type="checkbox"/> Not sure   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Forests  | <input type="checkbox"/> We don't need a logo (skip to last question)   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> New Welcome to Chatham signs                   |   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Certain animals or wildlife (please specify):  |   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Other suggested images (list below):           |   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| 6.  | <p>In developing a Chatham County logo for the website, what words or phrases best describe what the logo should try to convey about the county? Select <b>THREE</b> options:</p> <table border="0"> <tr> <td><input type="checkbox"/> Friendly, welcoming people</td> <td><input type="checkbox"/> Rural qualities of the county</td> </tr> <tr> <td><input type="checkbox"/> Good quality of life</td> <td><input type="checkbox"/> Diverse agri-business economy</td> </tr> <tr> <td><input type="checkbox"/> Diverse history and people</td> <td><input type="checkbox"/> Scenic beauty</td> </tr> <tr> <td><input type="checkbox"/> Vital natural resources</td> <td><input type="checkbox"/> Expanding arts community</td> </tr> <tr> <td><input type="checkbox"/> Economic opportunities</td> <td><input type="checkbox"/> Effective, efficient county government</td> </tr> <tr> <td><input type="checkbox"/> Customer-focused county government</td> <td><input type="checkbox"/> Progressive county government</td> </tr> <tr> <td><input type="checkbox"/> Convenient, central location</td> <td><input type="checkbox"/> Not sure</td> </tr> <tr> <td colspan="2"><input type="checkbox"/> Other words or phrases (please describe here):</td> </tr> </table> | <input type="checkbox"/> Friendly, welcoming people | <input type="checkbox"/> Rural qualities of the county | <input type="checkbox"/> Good quality of life   | <input type="checkbox"/> Diverse agri-business economy | <input type="checkbox"/> Diverse history and people | <input type="checkbox"/> Scenic beauty | <input type="checkbox"/> Vital natural resources | <input type="checkbox"/> Expanding arts community                     | <input type="checkbox"/> Economic opportunities       | <input type="checkbox"/> Effective, efficient county government | <input type="checkbox"/> Customer-focused county government            | <input type="checkbox"/> Progressive county government | <input type="checkbox"/> Convenient, central location         | <input type="checkbox"/> Not sure | <input type="checkbox"/> Other words or phrases (please describe here): |  |
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| <input type="checkbox"/> Good quality of life                           | <input type="checkbox"/> Diverse agri-business economy  |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Diverse history and people                     | <input type="checkbox"/> Scenic beauty  |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Vital natural resources                        | <input type="checkbox"/> Expanding arts community   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Economic opportunities                         | <input type="checkbox"/> Effective, efficient county government   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Customer-focused county government             | <input type="checkbox"/> Progressive county government  |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Convenient, central location                   | <input type="checkbox"/> Not sure   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Other words or phrases (please describe here): |   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| 7.  | <p>What colors are most appropriate for a logo for Chatham County? Select <b>TWO</b> options:</p> <table border="0"> <tr> <td><input type="checkbox"/> Blue</td> <td><input type="checkbox"/> Green</td> <td><input type="checkbox"/> Red</td> </tr> <tr> <td><input type="checkbox"/> Yellow</td> <td><input type="checkbox"/> Orange</td> <td><input type="checkbox"/> Black</td> </tr> <tr> <td><input type="checkbox"/> Brown</td> <td><input type="checkbox"/> Purple</td> <td><input type="checkbox"/> Not sure</td> </tr> <tr> <td colspan="3"><input type="checkbox"/> Other (list): <input type="checkbox"/></td> </tr> </table> <p>If you selected colors, why did you choose them?</p>   | <input type="checkbox"/> Blue                       | <input type="checkbox"/> Green                         | <input type="checkbox"/> Red                    | <input type="checkbox"/> Yellow                        | <input type="checkbox"/> Orange                     | <input type="checkbox"/> Black         | <input type="checkbox"/> Brown                   | <input type="checkbox"/> Purple                                       | <input type="checkbox"/> Not sure                     | <input type="checkbox"/> Other (list): <input type="checkbox"/> |  |  |   |                                   |   |  |
| <input type="checkbox"/> Blue   | <input type="checkbox"/> Green  | <input type="checkbox"/> Red                        |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Yellow   | <input type="checkbox"/> Orange   | <input type="checkbox"/> Black                      |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Brown  | <input type="checkbox"/> Purple   | <input type="checkbox"/> Not sure                   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| <input type="checkbox"/> Other (list): <input type="checkbox"/>         |   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| 8.  | <p>What are one or two examples of logos for organizations (public, nonprofit or corporate) that you particularly like and why do you like them?</p> <p>A.</p> <p>B.</p>  |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |
| 9.  | <p>What additional comments, suggestions or questions you might have about the county's website design or logo?</p>   |   |  |   |  |   |  |  |   |   |   |  |  |   |                                   |   |  |

RETURN BY **AUGUST 11, 2006** TO: Debra Henzey, email: [debra.henzey@ncmail.net](mailto:debra.henzey@ncmail.net), fax 919-542-8272, or mail to: County Manager's Office, P O Box 1809, Pittsboro, NC 27312-1809