



## NEEDS ASSESSMENT

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Web \_\_\_\_\_ Video \_\_\_\_\_ Print \_\_\_\_\_ Modeling / Animation \_\_\_\_\_

## GENERAL

1. What is the nature of your business?

2. How long have you been in business?

3. What are the goals/objectives for your marketing?

4. Do you have existing material for your product/idea in the form of brochures, pamphlets, CDs, video, flyers, etc?

Yes

No

5. Who are your major competitors and what are their websites?

6. When do you want to start your project?

7. What audience(s) are you targeting?

8. Do you have a deadline when the site must be completed? If so, when?

9. What is your budget?

## WEB

10. What is the purpose of your site:

- E-Commerce/Sell products/services online.
- Marketing tool to get new customers/clients
- Information resource for current/future customers
- Provide customer service
- Bring in new clients/customers
- Educational, Training or Instructional
- Extend Marketing Reach
- Starting Internet Presence
- Other \_\_\_\_\_

11. Check the type of pages you want

- Home (everyone has at the very least one page)
- About Us
- Catalog of Products
- Clients
- Company Profile
- Contact Us
- Photo Gallery
- Related Links
- Products and/or Services
- Recent Projects
- References/Resume/Portfolio
- Services
- Support Area / FAQ
- Store / Online Shopping / Order Taking
- Samples
- Testimonials
- Other \_\_\_\_\_

12. Have you registered a domain name?

- Yes
- No

13. What domain name/s have you registered or would you like to register?

14. Have you established a hosting account?

Yes

No

15. If yes, what type server are the files hosted on?

Windows

Linux

16. Do you require help establishing a hosting account or registering a domain name?

Yes - Hosting

Yes - Domain

No

17. Approximately how many pages do you want designed or re-designed?

18. Approximately how many photos/graphics per page?

19. What graphics, photos and other art do you already have?

20. What other sites do you like elements of? What specifically do you like about them?

21. What parts of your website will be dynamic (changing)?

22. If you need a redesign, let us know EXACTLY what you do NOT like about your current site and what you would like to change:

## VIDEO

23. Has a video been produced in the past that this one is to replace? If so, is it available and what don't you like about it?

- Yes
- No

24. What type of video are you interested in?

- Informational/Promtional
- Training/Educational
- Narrative based
- Documentary-style
- Docu-drama
- Interview based
- Drama
- Other \_\_\_\_\_

25. How many locations will need to filmed, and where are they?

26. What format does your production need to be recorded in:

- Standard definition video
- High definition video
- Film (16mm, 35mm)

27. How will this video be distributed?

- Web (mpeg4, wmv, mpeg, flash)
- Broadcast
- Internal distribution (intranet, DVD)
- External distribution (DVD, CD) What quantities would you need? \_\_\_\_\_

28. Are there any other details of your project that you would like to bring to our attention?

## PRINT

29. Do you already have a logo or would you like for us to create one for you?

- I have a logo
- I would like to have a logo created

30. If you would like a logo created, which format would you prefer?

- Raster Format

500 dpi. TIFF, JPEG and BMP format optimized for print in CMYK 4 color, grayscale and black/white.  
Uses include: business cards, letterhead, print advertising and other small format print jobs.

- Vector Format

Scalable EPS format for press in CMYK 4 color, grayscale and black/white.  
Uses include: vehicle lettering, billboards, and other large format print jobs.

31. What type of video are you interested in?

- Postcard / Direct Mailer
- Rack Card
- Brochure
- Identity (Letterhead / envelope / business card)
- Large format (posters / in-store signage)
- Billboard
- Print Advertising
- Trade Display
- Other \_\_\_\_\_

32. Do you currently use any signature colors to represent your company? If so, which?

33. Are you partial to any particular colors, shapes, symbols or icons? If so, which?

- Yes
- No

34. Are there any other details of your project that you would like to bring to our attention?