



Inasite Multimedia Project Profile

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Company: _____	Contact: _____
E-Mail: _____	Phone: _____
Website: _____	Fax: _____

please complete and return by either fax, email or mail

First

First-1. What is the project called? Example: yourwebsitesname.com, etc.

Background

Background-1. What are the basic goals of this project? What do you hope to accomplish Publicity/Awareness? Sales?

Background-2. What are your schedule requirements, if any?

Background-3. Do you have a budget range? If yes please discuss you budget below.

Background-4. Do you already have any of the following (please circle or Bold)?

- An existing web site YES NO
- A domain name YES NO
- Logos YES NO
- preferred colors YES NO
- photography YES NO
- artwork YES NO

- printed materials (brochures etc.) YES NO
- other _____

Background-5. What is your level of preparedness? Do you have content ready and a clear idea about your site, or will you need assistance in developing either?

Background-6. Do you know what the structure of your site will be? For example: a) Home Page b) About Us c) Products etc. Or do you need assistance in developing the structure?

Media

Media -1. Will you need streaming Audio (music, speeches etc.)? YES NO

- If yes how many tracks will you need? (approx.) _____

Media -2. Will you need streaming Video ? YES NO

- If yes how many videos will you need?(approx.) _____
- What is the approximate average length _____

Media-3. Do you have any other special media needs?

Strategy

Strategy-1. Please describe what your business does in one sentence:

Strategy-2. List 5 words that describe the personality of your product, yourself or your company in order of importance.

Strategy-3. Describe your target market.

Design

Design-1. To what extent do you plan to be directly involved in the creative direction of your web site design? Alternately, to what extent are you prepared to entrust your design partner to provide that creative direction?

Design-2. Do you have any preference in color schemes, a Favorite color, or specific colors not to use?

Functionality

Functionality-1. Do you plan on selling goods and/or services directly on your site?

YES NO

If you answered yes to the question above please answer the following

- Do manufacture or produce all of the goods and services you plan to sell?

YES NO

- Describe the type of services/items you plan to sell

- Do you have a merchant account already (Credit Card processing)?

YES NO

- If you answered YES to the above question include the name of your

Credit Processor: _____

- Approximately how many items will you need to sell?

between _____ & _____

Functionality-2. Will you need custom features on your site? For example password protected areas, directories of information etc. (visit Inasite.com for other examples)

Marketing

Marketing-1. Which of the following best describes your needs (circle the appropriate letter)?

- A. We have an existing marketing campaign and this project will be an extension of that campaign.
- B. We have an existing marketing campaign however this project will become the central focus of our marketing efforts.
- C. This project will be the entire focus of our marketing campaign.
- D. Other (please explain): _____

Marketing-2. Will you need assistance in marketing your website and if yes what is your budget-range monthly for marketing?

Field Trip

Field Trip-1. List 3 web sites that you consider to be well designed (and are similar to your branding approach). What is it that specifically appeals to you in those designs? Discuss colors, use of photographs or anything else.

1. web address: _____
your notes: _____

2. web address: _____
your notes: _____



3. web address: _____

your notes: _____

Field Trip-2. Are there any web sites in Inasite’s portfolio (Inasite.com) that you think are particularly effective?

Fill in the blanks.

When someone visits/sees _____ the first impression they should have is _____ and the feeling that should be invoked is _____. If that visitor should tell someone about _____ they would be likely to say _____ and they would most likely come back because _____.