

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					
Modia 3. Do you have any other special media needs?					

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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?

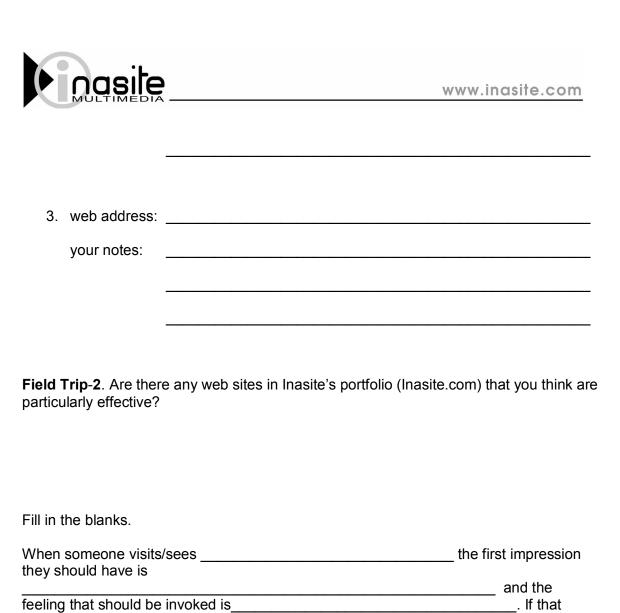
Design-2. Do you have any preference in color schemes, a Favorite color, or specific colors not to use?



Functionalit	у			
Functionalit	y-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 plant.				
	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 Credit Processor: Approximately how many items will you need to sell? 				
			between &	
	y-2 . Will you need custom features on your site? For example password eas, directories of information etc. (visit Inasite.com for other examples)			
Marketing				
Marketing-1 letter)?	. Which of the following best describes your needs (circle the appropriate			



MULT	SIIC	www.inasite.com
Α.	We have an existing marketing can extension of that campaign.	npaign and this project will be an
В.	We have an existing marketing can become the central focus of our ma	
C.	This project will be the entire focus	of our marketing campaign.
D.	Other (please explain):	
•	Will you need assistance in marketi monthly for marketing?	ing your website and if yes what is your
Field Trip		
your branding	List 3 web sites that you consider to g approach). What is it that specifical s, use of photographs or anything els	ly appeals to you in those designs?
1. web a	ddress:	
your n	otes:	
2. web a	ddress:	
your n	iotes:	



visitor should tell someone about they would be

likely to say

and they would most likely come back

because______.