



# MULTIMEDIA

Online Software Solutions • Web Design • Mktg  
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## Basic Goals of Project:

(e.g., branding, promotion, direct sales etc.)

### Your Name:

Company Name:

Address:

Phone: (        )

Fax: (        )

email address:

### Company Description:

### Industry Type:

What is your target launch date?  
/ / 2010

### Competitor's Web Site Addresses:

### What kind of site do you want?

Flash  HTML  Hybrid  Both

### What type of style do you want?

3D  Artworks  Cartoon  Clean   
Collage  Dark  Futurist  Geometric   
Grunge  Minimalist  Paper Made   
Retro  Corporate  Urban / Street   
Vector  Neutral

### How will the success of the site be measured?

Financially  Other  pls describe:

What is your web development budget?

\$

Do you already have a domain name?

Yes  No  If yes, please list:

http://www.

If yes, do you simply need site maintenance?

Yes  No

Will the web site reinforce an existing branding or marketing strategy?

Yes  No

How many decision makers involved?

1  2  3  More \_\_\_\_\_

### Audience:

What type of visitors do you want to attract?

Shoppers  Fans  Information seekers

Will visitors need to save/copy parts of your site?

Text  Audio  Video  Images

**Content:** (includes text, visuals, audio, etc.)

Will content be new, re-purposed, or both?

New  Re-purposed  Both

How often will you add new content?

Monthly  Weekly  Daily

What type of content will MMI be updating?

Text  Audio  Video  Images

We want to update our site.

Do you know HTML? Yes  No

What is your monthly budget for updates?

Web site designs that you like:

http://

http://



The following is a list of questions for you to help us determine the design time of your project.

**Type of Website:**

- I have an existing website.
- I need a basic blog site.
- I need a basic, template based site.
- I need a completely customized site.

**Layout Design:**

- I do not need any unique graphics for this project.
- I have all the graphics but they need to be integrated.
- I have a template but it needs minor customizing.
- I have a template but it needs major customizing.
- I would like a custom design created.

**Other Graphic Features:**

- I need some custom graphics made.
- I need graphic mouse-over buttons.
- I need a few stock photographs integrated.
- I need several stock photographs integrated.

**Flash Animation:**

- I need a Flash menu.
- I need a short custom Flash animation.
  
- I want a Flash site with \_\_\_\_\_ pages
- I need a Flash banner.

**Initial Content:**

- I will add my content with a content manager.
  
- I will supply \_\_\_\_\_ pages of content in MS Word or other digital media.
  
- I need \_\_\_\_\_ pages of copywriting done for my content.

**Public Features:**

- Member Registration
- Discussion Forums
- Auction Interface
- RSS News Feeds
- Classifides
- Contact Form
- Links Page
- Site Search
- Email Auto-responders
- File Uploads
- Google Adsense Integration

**Ecommerce:**

- Simple shopping cart
- Database shopping cart
- Credit Card Processing
- PayPal Processing

**Administrative Features:**

- Off the shelf site Blog
- Custom Site Blog
- Custom Content Manager
- Off the shelf Content Manager
- Photo Gallery
- Member Administration
- Database Reports
- Traffice Statistic Reports

**Search Engine Optimization (SEO):**

- MetaTag Keyword Optimization
- Search Engine Submission
- Minor Link Building
- Major Link Building
- Press Release Submission
- Press Release Writing

**Special Features Not Listed:**



**Unique programming requirements**  
(anything specific that makes your project unique)

Colors you prefer \_\_\_\_\_

Colors you dislike \_\_\_\_\_

**Are there extraordinary security/firewall issues?**

Yes  No  Don't Know

**Do you have databases that will interact with the site?**

Yes  No  Don't Know

**If yes, what format are they in?**

SQL  Tab Delim  Comma Delim

ACT  Other  Don't Know

**If so, are you willing to engage in a Requirements Analysis Process?**

Yes  No  Don't Know

**Are there other technical issues or limitations?**

Yes  No  Don't Know

### **Hosting & Connectivity:**

Where will the site be hosted?

We have a host already  Please recommend

### **Information Gathering:**

Do you wish to collect data via forms?

Yes  No  Don't Know

Do you wish to perform mass e-mail blasts?

Yes  No  Don't Know

Do you wish to monetize / lease this data?

Yes  No  Don't Know

Do you wish to rent addresses to promote?

Yes  No  Don't Know

### **CGI / Custom Applications:**

**Do you plan to have an SSL (secure) area?**

Yes  No  Don't Know

**Do you plan to conduct e-commerce?**

Yes  No  Don't Know

**Do you have a credit card / merchant acct?**

Yes  No  Don't Know

**If yes, how many items of inventory are in your system?**

**Is the site required to perform any other functions such as zip code look up, cookie issue, reminder service, password protection?**

Yes  No  Don't Know  Please describe:

Other Comments/Questions:

when complete  
please FAX to:  
310-301-  
8136

**McCartney**  
MULTIMEDIA