

On-line Client-centered project scoping questionnaire

Project name/no:

Contact details

Client

Address:

Telephone/ext.	Fax

Email
Web Site

Project contacts:

Name(s)	Position	Contact Info

Previous multimedia experience:

Online (select one)				
None []	A little []	Fair []	Good []	Experienced []

Offline				
None []	A little []	Fair []	Good []	Experienced []

Experience description

On-line Products	Producer

Off-line Products	Producer

New Project Criteria

Client statement of work requested

On-line Project Type			
Internet []	Hybrid Web/CD []	Intranet []	Extranet []

Facility	
Set up new facility []	Add/change existing facility []

Domain Name suggestions (in order of choice)
1.
2.
3.

Market Sector			
Commercial []	Corporate []	Govt. []	Education []

Project Bias Table	Check all that apply	Importance Ranking 1-5 (1 most important)	Size of section (large, med. small)
Company Profile			
Information Gathering			
Information Dissemination			
Retail (products or services)			
Marketing/ advertising			
Re-design site			
Others (specify below)			

Site maintenance	
Client to maintain []	You to maintain []

The organisation will benefit by/objectives/wants
1.
2.
3.
4.
5.
6.

The users will benefit by/objectives/needs
1.
2.
3.
4.
5.
6.

Target Audience

Access and Use	Access to what information
Internet	
General public []	
Specific market []	
Sector(s) (specify) []	
Intranet	
Corporate/government/education other []	
In-house []	
Exec []	
Managers []	
Sales Force []	
Other []	
Extranet	
No. of sites to connect	
Who will need access (specify)	

Media mix

Client's media expectations			
None, wants suggestions []		Animation	%
Text	%	Audio	%
Graphics	%	Video	%

Content (existing assets)

Items	Specs	Contact
Written		
Text		
Databases		
Graphics/stills		
Audio		
Video footage		
Content experts		

Time for development

Client expectation (months)	Start Date	End Date

Any fixed dates (prototypes, demos etc.)

Work	Due Date
To be specified in proposal []	

Budget

Amount (approx)	\$.00
Budget holder	
Position	
Tel:	
Email:	

Project Cost to be prepared and negotiated []
Separate costs to be put forward for maintaining and updating []

Project notes: