Offline c	lient-cen	tred pro	oject sco	ping question	nnair
Project nan	ne/no:				
Contact der Client/Organ Address:		e:			
Tel:	Fax:		Email:		
Web site:					
Project con Name(s):	itacts:		Positions:		
Direct line		Ema	ail:		
Previous in Online None				Experienced	
Offline None	A little	Fair 🗌	Good	Experienced	
Experience Online	description	1			
Products:			Producer:		
Offline Products:			Producer:		

Project type Commercial Presentation Training (specify) Education Edutainment Entertainment Reference	Corporate Government Orbit of information Hybrid CD/Web Other (specify)
Content (general s What's the project a	tatement) about? Why multimedia?
Content suggestions	
Audience/users Commercial General public Specific market Sectors (specify)	Corporate
Estimated number 1–100	of users (approx.) 5000–10 000 Other (specify)

Location				
Benefits/achieveme		ted		
Not applicable [] (R	eason)			
The organization war	nts the ap	plication:		
1.				
 3. 				
4.				
5.				
6.				
The upers read the	nnlicati-	o to bo		
The users need the a	application	i to be:		
2.				
3.				
4.				
5. 6.				
0.				
Content (existing a	ssets)			
Written 🗌			Contact:	
Video footage	Spec:		Contact:	
Graphics/stills Audio	Spec:		Contact:	
Content experts	Spec:		Contact:	
			Contact	
Time for developme	ent			
Client expectation		(months)	Start date	
Application of states			End date	
Any fixed dates (demos etc.)				
Exhibition opens				
To be specified in pro	oposal			

Platform Existing platform(s)	Specification:	Nos:
Existing platform(5)	Specification.	1400.
Location:		
Client's suggestion	Specification:	Nos:
Location:		
Location:		
Reasons:		
To be specified in proposal		
Factors to consider:		
Emotional reaction considera	ations	
Typical user reaction/first impre	ession to main screen:	
Key adjective(s) Re the company/organisation re	enresented	
The the company/organisation is	ергезептец	
Re the content of the page		
Typical user reaction to time sp	ant on the site	
Typical user reaction to time sp	ent on the site	
Expected length of programme	/how long a user would	
Expected length of programme	/how long a user would	
Expected length of programme take to complete (hrs/mins)	/how long a user would None	
	None	%
Expected length of programme	·	% %
Expected length of programme take to complete (hrs/mins)	None Text Video Graphics	% %
Expected length of programme take to complete (hrs/mins)	None Text Video	%

Special Considerations							
Testing strategy							
Company Standard							
Focus groups							
Usability testing							
User trials							
Stress/load testing							
Other Other							
Localisation/Internationalisation							
Not needed							
Needed (further analysis to be d	(one)						
Accessibility Factors Mandatory.							
Accessibility Factors Mandatory.	yes 🔛 no 🖂						
Budget							
	£/\$ approx						
Budget holder	: Position:						
Tel:							
Email:							
Cost to be proposed and negotiated							