

Offline client-centred project scoping questionnaire

Project name/no:

Contact details

Client/Organization name:

Address:

Tel: Fax: Email:

Web site:

Project contacts:

Name(s): Positions:

Direct line Email:

Previous interactive media experience

Online

None A little Fair Good Experienced

Offline

None A little Fair Good Experienced

Experience description

Online

Products:	Producer:
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Offline

Products:	Producer:
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Project type

- Commercial
- Corporate
- Government
- Presentation
- Point of information
- Training
- Publishing
- Hybrid CD/Web
- Other
- (specify) _____ (specify) _____ (specify) _____
- Education
- Edutainment
- Entertainment
- Reference

Content (general statement)

What's the project about? Why multimedia?

Content suggestions

Audience/users

- Commercial
- Corporate
- General public
- In-house (all)
- Specific market
- Exec
- Sectors (specify) _____
- Managers
- Sales force
- Other _____ (specify)

Estimated number of users (approx.)

- 1-100
- 5000-10 000
- 100-500
- Other _____ (specify)
- 500-1000
- 1000-5000

Platform

Existing platform(s)	Specification:	Nos:
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Location:

Client's suggestion	Specification:	Nos:
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<input type="text"/>	<input type="text"/>	<input type="text"/>

Location:

Reasons:

To be specified in proposal

Factors to consider:

Emotional reaction considerations

Typical user reaction/first impression to main screen:

Key adjective(s)

Re the company/organisation represented

Re the content of the page

Typical user reaction to time spent on the site

Media mix

Expected length of programme/how long a user would take to complete (hrs/mins)

Client's media expectations: None

Text %

Video %

Graphics %

Audio %

Animation %

Special Considerations

Testing strategy

Company Standard

Focus groups

Usability testing

User trials

Stress/load testing

Other

Localisation/Internationalisation

Not needed

Needed (further analysis to be done)

Accessibility Factors Mandatory.yes no

Budget

£/\$ approx

Budget holder: Position:

Tel:

Email:

Cost to be proposed and negotiated