McCartney ™

MULTIMEDIA

Online Software Solutions • Web Design • Mktg
322 Culver Blvd, #124 Playa Del Rey, CA 90293

Tel 310 301 8166 x 221

Your Name:

Company Name:

Address:

Phone: (   )

Fax: (   )

email address:

Company Description:

Industry Type:

What is your target launch date?
         /   / 20___

Competitor's Web Site Addresses:

What kind of site do you want?

Wordpress ❏   SmartSite ❏ PopUp Portal ❏
e-Commerce ❏ Big Data ❏ Other ❏

What type of style do you want?

Custom Artwork ❏   Cartoonish ❏   Clean ❏
Collage ❏   Dark ❏   Futuristic ❏   Geometric ❏
Punk ❏   Minimalist /Gallery❏   Video Portal ❏
Retro ❏   Corporate ❏   Urban / Street ❏
Vector ❏   Neutral ❏

How will the success of the site be measured?

Financially ❏   Data Registration ❏ Other ❏

Basic Goals of Project:
(e.g., branding, promotion, direct sales etc.)

What is your project budget range?

$3-5K ❏ $6-10K ❏ $10-17K❏ $18-25+K❏

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 McCartney be updating?
Text ❏   Audio ❏   Video ❏   Images ❏

We want to update our site ourselves ❏

Do you know web coding/CMS? Yes ❏   No ❏

What is your monthly budget for updates?
$300-500❏ $600-1000❏ $1200-2K❏
$2500+❏

Do you need social media mgmt?
Yes ❏   No ❏

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 ❑

Content:
Who will provide the final, proofed copy, images / videos / white papers?

You ❑   Your Ad. Agency/PR ❑   McCartney ❑
Undecided ❑

Other Comments/Questions:

McCartney ™
M U L T I M E D I A