

NEW PROJECT SURVEY



1 JAN 2007

CLIENT
CONTACT
PROJECT

Sample Client
Sample Contact
www.sampleproject.com

The go:to Group team believes that client participation is the foundation to any successful project. This New Project Survey will help you identify and communicate your overall goals, including specifics such as message, audience, desired action, content, look and feel and functionality.

Each of the decision-makers involved with your project should fill out his/her own copy of this Survey. Feel free to skip any questions that aren't relevant to your specific project. Your team's answers to the questions will form the basis of our proposal and will be a key factor in the success of your project. If there are any questions that you feel you need our guidance to answer, please note this; we can discuss best options with you, or present various choices for you in our proposal. If an existing project scope document, site map or formal project outline has already been prepared for this project, please send it along with your completed Survey to renee@gotogroupinc.com.

We look forward to working with you.

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General Information

1. What is the name, location and website URL of your company?
2. Who will be the primary contact person for this project? Who makes the final decisions?

Project Information

1. Please provide a brief overview of the project.
2. What are your primary objectives for this project? Secondary?
3. When is the expected launch date of the project?
4. Do you have a specific budget range for this project? Can the project be divided into phases to accommodate budget and timing constraints?

Content

1. Describe the user interface look and feel of the application/website. Are designs/screen layouts being provided?
2. Will this site use existing content from the current site? If not, who will be providing the content, and when?

Marketing Requirements

1. How do most people find out about your website or application ?
2. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure usage?
3. Will the content need to be dynamic (changing often or automatically)? Will a content management system be required to allow you to update the content?
4. Do you feel your current organizational identity/website promotes a favorable user experience? Why or why not?
5. Have you conducted usability tests or gathered user feedback for your current identity and site?

Technical Information

1. Will you be providing source video? If so, what are the specs (dimensions, frame rate, file format)? Can you provide a sample file now?
If utilizing long-form video, will "seek" functionality be required? In other words, do you want a "scrubber" bar that viewers can use to scan through the video?
2. If predetermined, in what format(s) will the project be executed (i.e., Flash, HTML or a Flash-HTML hybrid, or other technology)?
3. What deliverables will be required?
4. Do you have a target file size for the final application?
5. Will the project be deployed on a new server or on an existing server? What level of access will be provided (i.e., FTP, SFTP, Root access)? Who will be the IT point of contact?
6. Have you conducted usability tests or gathered user feedback for your current identity and site?

Technical Details

1. If predetermined, in what format will the project be executed (i.e. Flash, HTML or a Flash-HTML hybrid, or other technology)?
2. Describe the User Interface look and feel of the application/website. Please try to be as descriptive as possible, giving reference to other urls, resources and other reference. Please attach or include weblink to any existing logo or corporate identity.
3. Please provide any website URLs that can be used for reference, and list the relevant features of each.
4. Please provide the following technical requirements, if known:
 - a) What type of Database will be used, if any? (MS SQL, MySQL, PostgreSQL, Oracle)
 - b) Will Server Side Scripting be needed? (PHP, .NET, Java, Ruby, ColdFusion)
 - c) Is Flash Media Server required? Will you be working with a Content Delivery Network (CDN) to deliver video or other media?
 - d) Hosting Platform (Linux, Windows)
5. If your application is to be web-based, is it currently hosted in-house or with a third-party hosting company? If hosted with a third-party, please provide their name and URL.

6. Is e-commerce required? If so, do you have any particular solution you wish to use? Do you currently have a merchant account ?
7. How many main sections are there to the application/website? How many subpages?
8. Will the content be dynamic? Will a Content Management System (CMS) be required to allow you to update the content? If you have an existing CMS please provide details.
9. What minimum version of browser(s) would you like to support?
10. For Flash applications, which version of the Flash player are you targeting?
11. What window size do you plan to target or do you want the application to be resizable?
12. Will the final project be browser-based (online) or standalone (offline, desktop application)?
13. If standalone, should the application work on both Mac and Windows?

Additional Comments:

Please take as much space as you need (continue on additional pages as necessary).

