



Instructions:

The Q5 Media Project Profiler is designed to jumpstart the process of getting your project delivered to your customers. Take some time and answer all the questions as completely as you can.

When you are finished you can email this document to info@q5media.com, or fax it to us at **877-271-1094**.

1. Background and Goals

1.1 Company

Include contact information and a description of the group who will be working on the project. Who are the decision makers? Who else would be contracting? Who's responsible for what?

1.2 Project

What is the mission statement or summary of your project?

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

What outcome will make this project successful? How will you measure success?

What are your schedule requirements?

What is the budget for this project? Is there an acceptable budget range, depending on the level and comprehensiveness of services provided? Please explain.

Discuss any identity/branding assets (logos, other artwork, and fonts) or issues.



Rank the following, in order of importance (1-11):

- A Web strategy that fits with our corporate strategy
- A Web strategy that fits with our marketing strategy
- Repurposing existing content
- Creating a community of dedicated visitors
- Quality execution (graphics, writing, navigation, etc.)
- Time to market
- Ease of maintenance
- Doing better than our competition on the Web
- People bookmark the site because they get so much out of it regularly
- Staying within the budget
- Sending the message that we know the Web and use it appropriately

Comments:

2 Audience, Content, and Functionality

2.1 Audience

What types of visitors do you want to attract?

What are your goals for each type of visitor?

What are the products/services involved?

What are your goals for these products/services?



2.2 Content

From where will content come? Will it be new, repurposed, or both?

How often will you add new content?

Who will update the content?

2.3 Functionality

What functional requirements do you believe to be necessary? (e.g., download areas, database-driven Web pages, commerce, catalog, applications, etc.)

Who will update these functionalities?

Are there other technical issues or limitations?

2.4 Hosting and Maintenance

Have you budgeted for hosting and maintenance of the site? What is your budget?

Who will maintain the site contents?

How will the site be served/hosted?

What types of legacy systems/databases are in place?

What is your long-term plan for the site?

3. The Field Trip

This part of the profile is very important. The more work you put into it, the more your project will benefit. Find the three highest quality sites (more is better) on the Web that relate to your project in the following categories:

- Appeal to same target group of customers
- Colors, look-and-feel, user interface, layout
- Size of site (number of pages approx.)
- Your competitors' sites
- Quality of content
- Quality of graphics
- Functionality (things sites do for people)
- Overall favorite sites (for whatever reasons)

Provide links to these sites and notes on what you like/dislike about them and how they relate to your project.