



Needs Assessment: Multimedia Interactive Brochures

To help Track Marketing Group determine your needs and the scope of the project, please review the items below with your account manager. These items are typically the ones that will impact the cost to produce your interactive brochure. Check all options that apply to your project.

Project Design	Look and feel of final presentation developed by <input type="checkbox"/> Client <input type="checkbox"/> Track Overall concept idea development developed by <input type="checkbox"/> Client <input type="checkbox"/> Track Creative direction provided by <input type="checkbox"/> Client <input type="checkbox"/> Track
Distribution How will you share your interactive brochure?	<input type="checkbox"/> CD handed out or mailed by client <input type="checkbox"/> CD mailed by Track Approx. # of CD's for first duplication run: _____ Type of package: <input type="checkbox"/> Simple clear holder <input type="checkbox"/> 1 or 2 panel small <input type="checkbox"/> Larger brochure CD format: <input type="checkbox"/> Full size <input type="checkbox"/> Mid size <input type="checkbox"/> Mini disc (business card size) <input type="checkbox"/> Available on client web site <input type="checkbox"/> Available on Track web site
Approximate Number of Unique Screens	
Written Copy	Written copy provided by: <input type="checkbox"/> Client <input type="checkbox"/> Track
Graphics Photographs and illustrations	Approximate number of graphics: _____ Graphics to be created by <input type="checkbox"/> Client <input type="checkbox"/> Track Design of CD package provided by <input type="checkbox"/> Client <input type="checkbox"/> Track
Animation	<input type="checkbox"/> Simple animation of text/graphics (flying in, movement around screen) <input type="checkbox"/> Advanced animation requirements
Navigation	<input type="checkbox"/> Basic menu options (up to 3 levels deep with main menu) <input type="checkbox"/> Advanced menu options (more creative look and feel/more complex nav map) Navigation map provided by: <input type="checkbox"/> Client <input type="checkbox"/> Track
Unique Flash Movies	<input type="checkbox"/> Simple flash movies – approx. length of movie: _____ <input type="checkbox"/> Advanced flash movies – approx. length of movie: _____

Sound Effects	<input type="checkbox"/> Yes <input type="checkbox"/> None
Music	<input type="checkbox"/> Yes <input type="checkbox"/> None Number of unique music selections: _____
Narration	<input type="checkbox"/> Yes <input type="checkbox"/> None Narration provided by: <input type="checkbox"/> Client voice <input type="checkbox"/> Track voice <input type="checkbox"/> Professional hired Recording provided by: <input type="checkbox"/> Client <input type="checkbox"/> Track
Video	<input type="checkbox"/> Yes <input type="checkbox"/> None Number of unique videos: _____ Total running time of videos: _____ Video provided by <input type="checkbox"/> Client (format type? _____) <input type="checkbox"/> Track to produce Video shown via: <input type="checkbox"/> Launch media player on PC <input type="checkbox"/> Embedded in flash
Links	<input type="checkbox"/> Yes <input type="checkbox"/> None <input type="checkbox"/> To Adobe PDF files on CD (provided by <input type="checkbox"/> Client <input type="checkbox"/> Track) <input type="checkbox"/> To Power Point files on CD (provided by <input type="checkbox"/> Client <input type="checkbox"/> Track) <input type="checkbox"/> To other files on CD (provided by <input type="checkbox"/> Client <input type="checkbox"/> Track)
Survey	<input type="checkbox"/> Yes (provided by: <input type="checkbox"/> Client <input type="checkbox"/> Track) <input type="checkbox"/> No survey
Searchable Database	<input type="checkbox"/> Yes (provided by: <input type="checkbox"/> Client <input type="checkbox"/> Track) <input type="checkbox"/> No database
Special Programming Features/Interactivity	<input type="checkbox"/> Advanced programming/interactivity Notes: _____
Timeline/Budget	Finished product due: _____ Number of client reviewers: _____ Budget (excluding postage) _____ (includes dupe charges? _____) Desired life of CD (how long do you expect content to stay current?) _____