

NAMYNOT MULTIMEDIA INC. RFP GUIDE

Company Name: _____
Primary Contact: _____
Email: _____
Telephone: _____

Background Information

1. Summarize your organization into a few sentences. List the five most important points about your organization. Focus on what makes your organization competitively unique.
2. Who is the audience of your website? Consider things such as age, gender, geography, job titles, and other demographic characteristics. What will they expect to receive from your website?
3. What is the main concern in creating or upgrading your internet presence?
 - Visual impact
 - Technology
 - Maintenance
 - Cost
 - Timeliness of development
 - E-Commerce
4. What forms of marketing and advertising is your organization using currently? How can these be used to complement or draw traffic to your website? What can the website do to strengthen your current marketing campaign?
5. List your organization's main competitors and their website URLs.
6. What are the strengths and weaknesses of your competition's websites?
7. What non-competitive sites do you like and why? This is important as it helps communicate visually what type of site design elements appeal to you.

Specifications

8. Do you have a specific deadline to meet?
 9. Have you established a fixed budget for this project?
 10. Is this a multi-phase project? Can you define the long-term phases?
 11. Do you want Flash or Shockwave integrated with your design? Is it a full product demonstration, or just an animation to add excitement?
 12. Have you created a list of content you would like to have included in the site as pages? We will need an approximate page count.
 13. Who will update the site long-term? Do you need the entire site to be within a content management system, or only parts?
- When you are finished answering these questions and are ready to move forward, email it to us at sales@namynot.com.