

# Project Scope - Inferno Ink

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## Welcome to Garfish Digital!

To begin forging your unique online presence, please complete this questionnaire. Your insights will help us understand your vision and lay the groundwork for a powerful digital solution tailored to your needs.

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## 1. Your Core Information

- **Company/Organization Name:** Inferno Ink
  - **Primary Contact Person:** [Client's Name]
  - **Title:** [Client's Title, e.g., Owner/Manager]
  - **Email Address:** [Client's Email]
  - **Phone Number:** [Client's Phone]
  - **Current Website (if applicable):** [e.g., <https://www.google.com/search?q=infernoinktattoos.com>]
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## 2. Your Business & Vision

1. **Briefly describe your business/organization and its core mission:** Inferno Ink is a premiere tattoo parlor renowned for its unique artistry and custom designs, specializing in [e.g., blackwork, traditional, realistic] tattoos. Our mission is to provide an unparalleled tattooing experience, focusing on client vision and artistic excellence. We aim to expand our reach and offer custom flash designs and merchandise online.
2. **Who is your target audience for this website? (e.g., ages, interests, specific groups)** Our target audience includes individuals aged 18-45 who appreciate high-quality, custom tattoo artistry and are looking for a unique aesthetic. They are often interested in alternative culture, art, and self-expression.
3. **What are the primary goals for this new or redesigned website? (Check all that apply)**
  - ☒ [X] Generate Leads/Inquiries (for tattoo appointments)
  - ☒ [X] Showcase Portfolio/Work (artist portfolios, flash designs)
  - ☒ [X] Sell Products/Services (E-commerce for merchandise, prints, flash)
  - ☐ [ ] Provide Information/Education (about tattoo care, studio policies)
  - ☐ [ ] Build Community/Engagement
  - ☐ [ ] Other: Increase brand visibility and streamline booking inquiries.

4. **Are there any websites (competitors, inspirations, or designs you dislike) that we should review? Please provide URLs and brief comments.**
    - URL 1: [e.g., "https://www.google.com/search?q=competitor-tattoo-studio.com"]
      - Comments: We like their clean portfolio, but the booking process feels clunky.
    - URL 2: [e.g., "artist-inspiration.art"]
      - Comments: Love the dark, edgy aesthetic and interactive elements.
    - URL 3: [e.g., "https://www.google.com/search?q=bad-tattoo-site.com"]
      - Comments: Too generic, looks dated, hard to navigate.
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### 3. Content & Assets

1. **Do you have existing brand assets (logo, specific colors, preferred fonts, brand guidelines)?**
    - ☒ Yes: We have a high-resolution logo, a specific dark and fiery color palette, and preferred gothic/strong serif fonts. We can provide these.
  2. **Who will be responsible for providing the written content (text for pages)?**
    - ☒ Client will provide all (descriptions for artists, policies, merchandise)
  3. **Who will provide images and videos for the site?**
    - ☒ Client will provide all (professional photos of tattoos, studio, artist headshots). We may need guidance on image optimization.
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### 4. Project Scope & Expectations

1. **What is your estimated budget range for this project? (This helps us propose the most suitable solutions)**
    - ☐ Below \$10,000
    - ☐ \$10,000 - \$25,000 (Likely "Ascendant" or "Grand Master" tier for e-commerce)
    - ☒ \$25,000 - \$40,000
    - ☐ \$40,000+
    - ☐ Undecided / Need Guidance
  2. **What is your desired timeframe for project completion? Are there any critical launch dates or events?** We'd ideally like to launch by **late Q3 2024 / early Q4 2024** to capture holiday merchandise sales. No critical events, but sooner is better.
  3. **Please list any other important details or specific features you envision for your project that weren't covered above.** We'd like a highly visual artist portfolio section, perhaps with filters by style. Also, an integrated blog for tattoo-related articles and news.
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### What Happens Next?

Once we receive your completed Project Scope Questionnaire, we'll review your responses thoroughly. Gary will then reach out to schedule a brief follow-up call to discuss your vision in more detail, answer any questions, and clarify next steps.