Digital NEST

Web Guided Client Intake Survey

CONTACT PERSON

1. Name: Gabriel J. Medina

2. Position: Producer

3. Email: gabriel@digitalnest.org

4. Phone: 8317136221

COMPANY DETAILS

5. Company Name: NESTstudios

6. Company Sector: Arts, Media, and Entertainment

7. Company Address: 318 Union St. Watsonville, CA 95076

8. Phone: 8317136221

LOGISTICS & OVERVIEW

9. Describe the mission of your organization. e.g: The mission of Digital NEST is to provide youth and young adults ages 14-24 with free access to computers, software, Wi-Fi, and a full range of state-of-the-art digital tools and classes.

Tagline- We aren't looking for experience, we are looking for creativity!

Mission- The mission of NEST studios is to highlight local and creative work produced by members of the Digital NEST.

10. What kind of business do you have? Please choose from one of the following categories:
    a. Business
    b. Shopping cart
    c. Photography
    d. Music
    e. Design
    f. Restaurants & Food
    g. Accommodation
    h. Events
    i. Blog
    j. Health & Wellness
    k. Fashion & Beauty
    l. Community & Education
    m. Creative Arts
    n. Landing Pages (Coming Soon, Launch, Campaign)
    o. Other:

11. Do you have a launch date in mind?

12. If you have a launch date in mind, please specify

13. Which of the following does your budget fall under?
   a. $0-$500
   b. $500-$1000
   c. $1000+
   d. I don't know
   e. Other:_____

14. Who is your main audience? Tip: If you could combine all your customers into one person, what would he/she be like?

This person would be interested in the arts in general and are into a little bit of everything. Someone who enjoys music, looking at art, expressing themselves creatively and looking to get inspired by others work.
This person is outgoing and very positive.

Members, Volunteers, Community that could be involved but aren't yet, Potential donors, Parents who want to encourage their kids to get involved.

Q 1: Do you feel like this is the target audience that fits the description? Who else should be part of this group?

15. What feeling or message do you want your website to convey?

Creativity, technology, passion, inspiration for others to submit or do a project at the Digital NEST.

Q 2: How would they want to the users to submit a project? Is it only for members, company who wants a video (bizzNEST project)?

Digital NEST

FEATURES

16. Which of the following do you already have?
    a. Logo
    b. Colors
        a. Red, white, black. Should pair with DAT.
    c. Marketing materials
        a. I have a lot of photos from SWAS that i've shared.
    d. Slogan: **Let's create together!**
    e. Other: _____

17. What is the purpose of your website? e.g.: The purpose of www.digitalnest.org is to provide information to the community about events, workshops, and news about Digital NEST.
    a. Get more inbound leads/quote requests/ phone enquiries
    b. Increase brand awareness
    c. Educate your audience
    d. Encourage sales
    e. Collect email addresses and build a list
    f. Encourage onsite or social media integration
    g. I don't know
    h. Other: _____

What does **Encourage onsite or social media integration** this mean to you, Gabe?

18. What features do you want your website to have?
    a. Shopping cart
    b. Integration
    c. Email collection/email marketing capabilities
    d. Auto-responders for nurturing
    e. A blog or news feed
        i. You tell your story through videos, behind the videos, Is having a blog really important/necessary? What would be a good alternative to a blog? What would the blog offer that a video couldn't?
    f. Photo galleries

4

      g. Onsite videos
      h. A slide banner
            i. Where do you see this slide banner?
      i. Mobile friendly
      j. Comments section
            i. Would this need to be with the social media integration?
      k. Forms: quick contact, booking quote request, donation
            i. Do you want your contact information displayed on the website?
            ii. What form of contact do you want?
                1. Examples: display email address, contact form w/o contact info being displayed,
            iii. Is booking quote necessary? Would it compete with bizzNEST? Would the booking quote be a bridge to bizzNEST to get more clients?
            iv. Donation: Do you want potential donors to donate to summer film projects or the NEST?
      l. I don't know
      m. Other: _____

19. Language options you would like your website to have

      a. English
      b. Spanish
      c. Other: _____

VISUALS

20. What ideas do you have for the style/theme of your website design? Tip: Provide any thoughts on colors, illustration or photography.

I definitely want the visuals to be the driving force with minimal text.
What text does he feel is 100% necessary for this website? Just to get an idea of the amount of text.

21. What websites do you like and why? Do you have any images, sketches or documents that might help us envision your dream website?

http://mirada.com/

Is there enough content to fill a gallery? Maybe if we used all the behind the scenes pictures it would be a format for this display?

Would you explore the idea of adding a little bit of background information to the videos?

22. What websites don't you like and why? List any colors, themes or other elements that you don't want included.e.g: Please do not use any drop down menus.

    I'm open, just a long as text is minimal.

23. Do you have a preferred number of pages for your website?
    a. 1-5 pages
    b. 5-10 pages
    c. I don't know
    d. Other: _____

24. Do you have any question about your project?

Excited!

25. Would you like to have some recommendations for your project?

None at the moment.