

Web Guided Client Intake Survey

CONTACT PERSON

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2. Position: Producer
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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.

We really want NEST studios to high members projects and link to their instagram portfolios. Hashtag would be the driving force #NESTfolio.

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.

The main audience is Donors and following that is members, volunteers, community

Used as a recruitment tool it;s important for the community to see that we are digital arts, creators,

NEST studios is a community portfolio for all NEST projects to live.

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)?

Submission form would be done through hashtag

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 -> No Blog**
- f. **Photo galleries**
 - i. **There is enough content to fill photo gallery**
- g. **Onsite videos**
 - i. **Onsite videos should be BTS videos that highlight the behind the scenes?**
- h. **A slide banner**
 - i. **Where do you see this slide banner?**
- i. **Mobile friendly**
- j. **Comments section**
 - i. **No comment section**
- 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. **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?**
 - 1. **No booking quote**
 - iv. **Donation: Do you want potential donors to donate to summer film projects or the NEST?**
 - 1. **Funds should go to the Digital NEST.**
 - 2. **Upcoming Projects pages section that include the campaign to raise money for that specific project.**
- 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.

Log Lines about the project that is 1 -2 sentences.

Photos & Graphic design would be author or it would just link to Instagram portfolio

Films: You would have summer projects & vinets.

Podcast: Need to description so listeners know what they are listening too.

Taglines, synopsis, minimal project description.

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.

NOTES:

Purpose:

- NEST studios is a community portfolio for all NEST projects to live.
- Used as a recruitment tool. It's important for the community to see who are digital arts, creators in the community and what they do

Audience

- Members, Volunteers, Community that could be involved but aren't yet, Potential donors, Parents who want to encourage their kids to get involved.
- The main audience is Donors and following that is members, volunteers, community

Content

- Getting content such as podcasts, music, films,
- NEST Studios would be incorporate projects from programs
- Link instagram to NEST Studios. Members will have their portfolio on instagram.
- Playback: Up to y'all and what would it best for the website.
- What text does he feel is 100% necessary for this website? Just to get an idea of the amount of text.
 - Log Lines about the project that is 1 -2 sentences.
 - Photos & Graphic design would be author or it would just link to Instagram portfolio
 - Films: You would have summer projects & vinets.
 - Podcast: Need to description so listeners know what they are listening too.
- Text: Taglines, synopsis, minimal project description.
- Hashtag -> **#Nestfolio**

Organization: How should the content be organized?

- Content should be organized by date of creation so it would automatically create a timeline
- Podcasts and Audio should be separated
- The Media Page should feature one item from each media section: podcasts, photography, film, audio,
- Sort by release date

Format:

- Project should have the details plus related media.
- SWAS has content that hits all kinds of different
- **Contact:** No information of Gabe. Visitor should contact him through a form.
- **Donation:**
 - Funds should go to the Digital NEST.
 - Upcoming Projects pages section that include the campaign to raise money for that specific project.