



**VIDEO PROJECT Needs Assessment Fact-Finder**  
**20 Questions**

**Company** \_\_\_\_\_ **Representative** \_\_\_\_\_

**Project** \_\_\_\_\_ **Date** \_\_\_\_\_

**CONCEPTUAL**

1. What is the basic **Purpose** of the Video Production (Marketing, Product/Service Awareness, Company Image, Safety, Corporate Communications, Employee/Client Training, Operational Procedures, Company Policy, etc.)?
2. What is the specific business **Objective** of the Program? (Awareness, Orientation, Hands-On, Call-to-action, etc.)
3. List the **job title/ categories** of our Viewers (Customers, Investors, Employees, Contractors, Supervisors, Visitors, Corporate Management, etc.)
  - a.) **PRIMARY VIEWERS:**
  - b.) **SECONDARY VIEWERS:**
  - c.) **OTHER VIEWERS:**
4. What is the **experience/educational level** of our Viewers?
5. What are our Viewers' current **attitudes** toward the topic (curious, impartial, eager, skeptical)?
6. What is our Viewer's current **knowledge** of the topic?
7. In what **setting** will our program be viewed (jobsite, training room, sales presentation, trade show, online, etc.)?
8. Will the **viewing** be: captive, voluntary, mandatory, presented by a leader who will discuss the topic, in conjunction with printed material?
9. What do you want the Viewer to **do/think/feel** after viewing our program?
10. What **obstacles** are you aware of that may interfere with any of this program's goals?

## PRODUCTION

11. Describe any existing photographs, graphics, film, videotape, DVD's or CD's that are available to us that will help in demonstrating any of the points we want to communicate with the program. Are these materials in a camera-ready/professional format, or are they just of use for reference or a basis for re-creation?
12. How much are you, and others you can speak for at your company, willing to devote to producing this program?
13. Do you foresee the **involvement** of people from outside the company in producing or appearing in this production (agents, clients)? Are you prepared to solicit their cooperation and coordinate their participation?
14. Who will be the Company **authority** on program content, final approval, and to what extent will he or she be available to work with us?
15. What are the expected **locations** for video shooting the project (corporate HQ, facilities, studio, client or work locations?)
16. What is the desired **length** of the finished program?
17. When do we need to have the program **completed**?
18. Will the program need to be **translated** into languages besides English? Which? Immediately, or for future consideration?
19. How will the **end use / distribution** of the program be handled?
  - ❖ Company Website for viewing / downloading
  - ❖ Vimeo / YouTube
  - ❖ Streaming Service
  - ❖ Thumb Drive
  - ❖ DVD
  - ❖ Other (specify)
20. Is there proprietary content in the finished program that requires password protection / controlled access/

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