

Rin-I Productions Website
Katie Lane
klane925@cox.net

Problem, Need or Opportunity

Many companies and churches (both mega and small) are in constant need of Audio Engineers. With the current state of the economy, many of these entities are contracting out with private businesses/companies. This website will introduce Rin-I Productions to these companies. It will provide a place for questions to be answered as well as services rendered. Rin-I Productions is a privately owned small business and is looking for another avenue to get their name out to potential clients and in the digital age, the web was the most effective way to do that.

Audience

The target audience is anyone who has audio/video needs. The target audience is churches and businesses. These companies are the ones who usually use Front of House and Monitor Engineers as well as require System Technicians.

User's Needs

Given discussions with the owner of Rin-I Productions, the main needs for the company are:

1. Credentials of Rin-I Productions. Meaning what they are certified in and have knowledge/job experience in; as well as a small biography of the owner, Brandon Rinas.
2. A list of past and current clientele. This portion of the site will allow potential clients to see the wide range of individuals and institutions Rin-I Productions has provided service to; thus helping the client decide if Rin-I Productions has experience with their particular need.
3. Pricing. This will inform clients of standard pricing procedures; allowing a client to decide if Rin-I Productions is within their price range.

Environment

The majority of the users of this site have access to wireless or DSL internet. Many potential users of this site also have Internet service on various personal devices, such as a blackberry or i-phone. The majority of clients need audio engineers on a minutes' notice and will be using a personal device to contact Rin-I Productions. However, there will also be clients who access the site from a desktop computer. It will vary based on their specific need. The site will be comprised of mainly text and some images. It is unlikely that video or animation will be needed. There will be a question/comment forum for potential clients to contact the company.

Resources and Limitations

The information needed for this project will come from the owner of Rin-I Productions, Brandon Rinas. There will need to be a description of general services provided, pricing, credentials and a way to contact the company. As far as limitations go, the main issue will be bandwidth and ensuring that the site is easy to access and navigate on personal devices such as the blackberry and i-phone.

General Solution

This site will serve as a business tool for Rin-I Productions. It will help bring in potential clients as well as keep current clients up to date regarding services and prices.