

三分之一项目汇报

O n e - t h i r d p r o j e c t r e p o r t i n g

全媒体内容与制作项目汇报

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The background features a soft-focus image of white, fluffy clouds against a pale blue sky. Overlaid on this are several concentric, semi-transparent circles in shades of light blue and white, creating a sense of depth and focus.

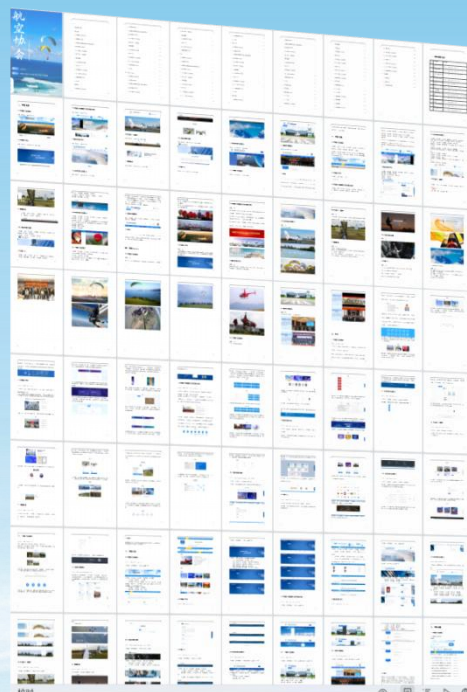
01

调研文档

Research document

调研文档

Research document



概述

总计调研了 12 家网站，调研分析 124 页，分别对其优缺点进行了总结与概述，也与原网站进行了比较与剖析，也保证了我们能找到修改的点以及发现网站的不足，尽可能的满足客户需求

The background of the slide features a soft-focus image of white, fluffy clouds against a light blue sky. Overlaid on this background are several concentric circles in a pale blue color, centered around the main text.

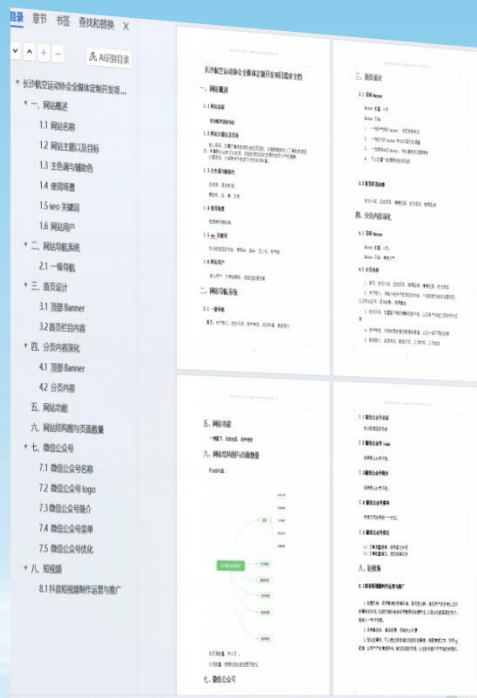
02

需求文档

Research document

需求文档

Research document



概述

分别从网站色彩、风格、内容、导航栏、等多个维度进行了需求的撰写，带着电脑跟老板进行面谈，线下了解老板的需求，并且对需求文档进行了进一步的修改与优化

The background of the slide features a soft, ethereal image of white clouds against a light blue sky. Overlaid on this are several concentric, semi-transparent circles in shades of light blue and white, creating a sense of depth and focus.

03

签订过程

Research document

签订过程

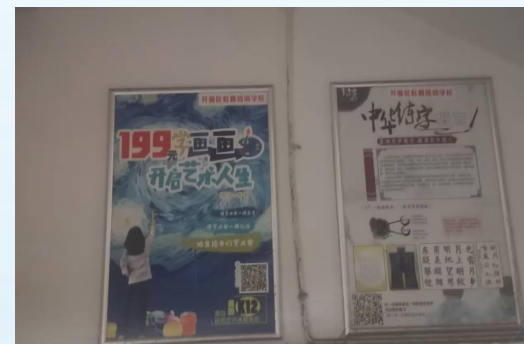
Research document



签订过程

Research document

签订这个的时候考虑到很多因素我们还去找了其他地方...



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04

经验总结

Summary of Experience

经验总结

Summary of Experience

提前准备充沛

提前把调研文档、需求文档准备好，然后提前与老板联系并且约定好地点，时间与谈定的事项

友好协商

签订协议绝不是一下就好的，肯定需要沟通，甚至会有分歧，只需要快速调整好情绪即可

理解需求

每个人的理解与表达不一定是同屏的，所以遇到不解的地方可以多问几次，以防纠纷

价格期望

谈论价格的时候需要提前了解行情，然后根据顾客的需求度定价

The background features a soft-focus image of white, fluffy clouds against a light blue sky. Overlaid on this are several concentric, semi-transparent circles in shades of light blue and white, creating a layered, ethereal effect.

感谢观看

T H A N K S F O R W A T C H I N G