

VIDEO SCRIPTING QUESTIONNAIRE EXTRAORDINAIRE

These questions will help move the scripting process along and will guide how we phrase things, what we highlight, and how crazy we want to get with production.

What is the project? *i.e. Lighting Video, Responsive Video, Video in Email*

Hi. How are you?

- Good*
- Great*
- Incredible*
- Beast*
- Call Your Girlfriend - Live on SNL*

What's the point of the video? Why is it being made?

Who is the target audience?

Is the audience familiar with Wistia?

Yes

No

A little of both

Should the audience have an understanding/knowledge of Wistia for context?

Yes

No

It would help, but not necessary

What are 2-4 key takeaways from the video?

Is there another video you could compare the style to?

Wistia video or otherwise.

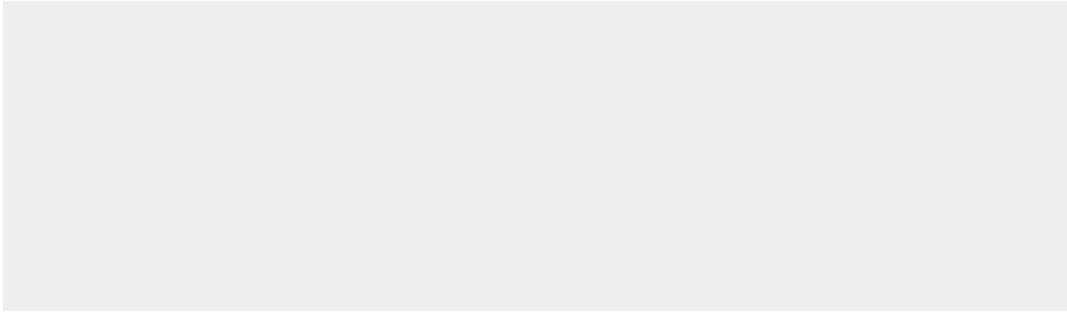
Is there a call to action? Words of inspiration to leave the viewer with?

How should the viewer feel after they've finished the video?

i.e. Inspired, ready to hop into their account, wow this company is fun, etc.

Where will this video live? Blog? In-app? Landing page?

Learning center? YOUTUBE?!?!?!?!?



Can you think of any additional footage that would help the video?

Screencasts? Live-action shots? Lenny footage?

