



CLIENT QUESTIONNAIRE

TALK ABOUT YOUR BUSINESS

WHY IS THIS IMPORTANT?

Design, regardless what it is for, is a carefully crafted process and if not done correctly can become long and complicated. Designing packaging, logos, menu's, signs, apparel etc. — there's a lot to keep track of and more importantly to make sure every-thing gets done. That's why this questionnaire ensures that the project goes as smooth as possible this during the design process. With points covering multiple areas from content to usability to accessibility to standards, we are a lot less likely to overlook the important needs of a project the more detailed the questionnaire can be.

HOW DO I FILL THIS OUT?

You are now viewing a .PDF file. There are 17 questions to this form, all could possibly apply to you and your company as some or others will not. Each question has a text box underneath that you will be able to insert text into. Please download the PDF and fill it out to your best ability in a PDF application, such as Adobe Acrobat.

Once you have completed filling out the questions as desired resave the .PDF and submit with a brief note to our email address **studio@matthompson.design**

1. What is your company's name?

2. Please describe your company in a few sentences

3. What services or products does your brand or company offer?

4. What is your budget for the project?

(Don't skip this. Mandatory. Even a ballpark figure will help craft the best quote for your project)

5. In a few sentences, what is the overall message / Image you wish to portray?

6. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

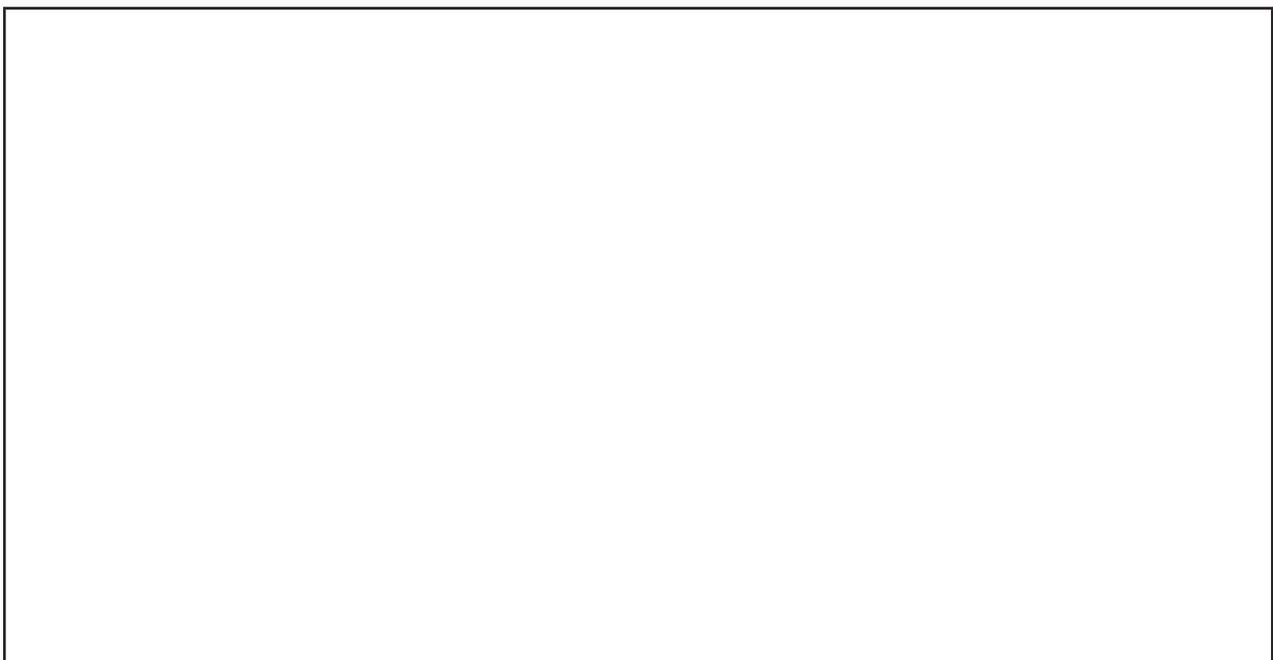
7. What attributes of your business would you like to be reflected in this new phase of design?

8. How will you utilize this new phase of design to generate income and make you more money?

9. What needs are not being met by your current branding or online presence? What are your likes and dislikes of your brand?



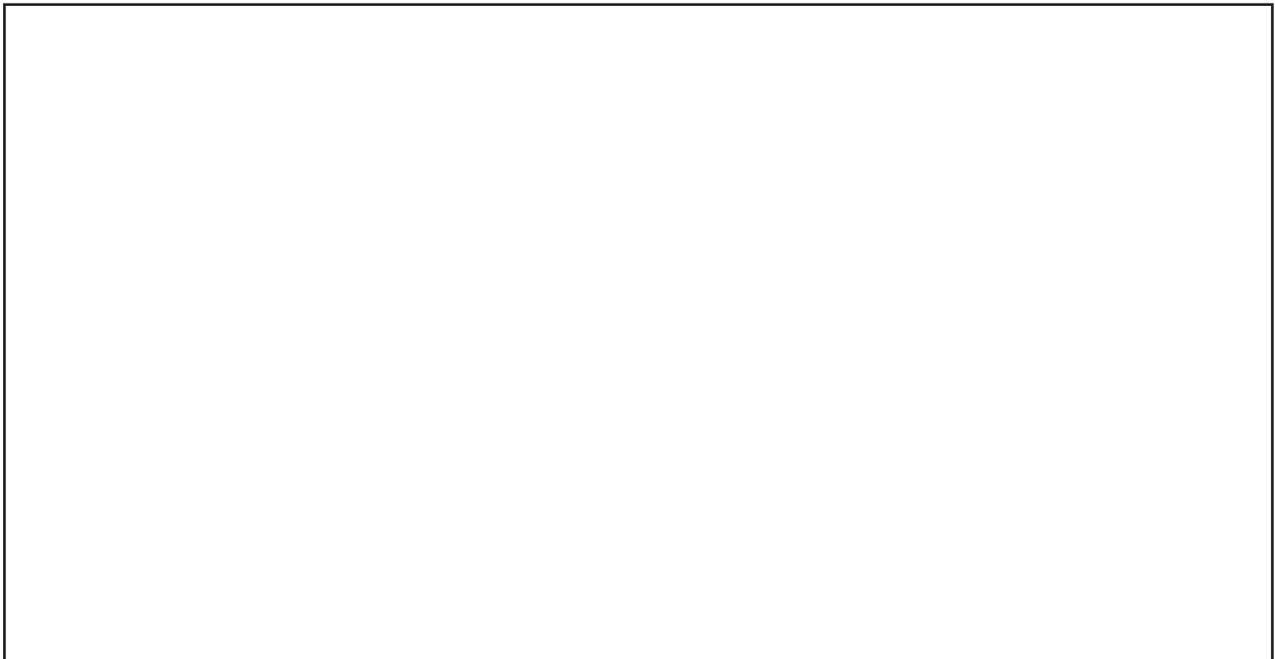
10. With Keywords, describe what your potential customers and visitors impression(s) should be when they see your website?(We are looking for directives with the help of Keywords like: “Clean”, “Elegant”, “Expensive”, “Rough”, “Vintage”, “Modern”, “Retro”, “Powerful”, “Playful”, “Illustrated”, “Colorful” etc.)



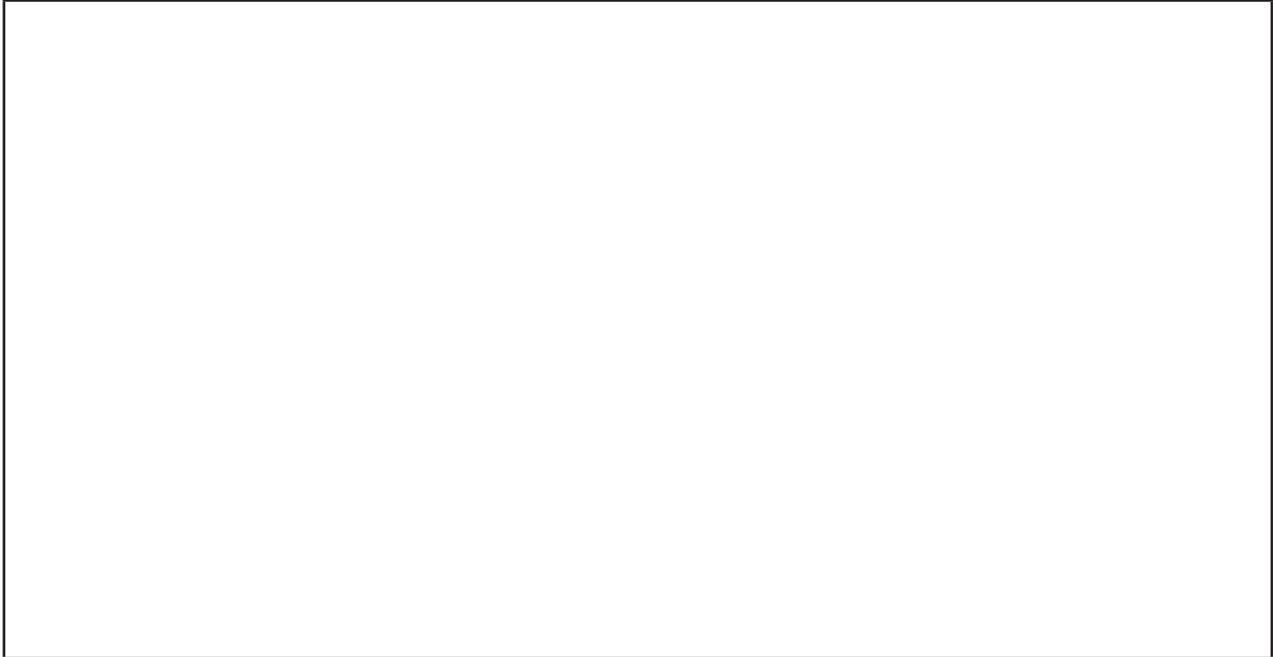
11. How will you utilize this new work to generate income and make you more money?



12. Why do you believe your visitors should do business with you rather than with a competitor?



13. Please list examples of five competitors brands inside of your profession. What do you like about them? What don't you like about them?



14. Please list the names of five brands outside of your profession that you like. Why are they attractive to you? What needs do they meet?



15. Who are your main competitors and how are you different than them?

15. What other information could or should be included for this new phase of work?

17. What is your deadline for the overall project?

THANK YOU!

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