

Client Questionnaire

This document should introduce me to your business...your operations, your market, why you're better than the competition and what you want to accomplish with this project. Please be as accurate and as detailed as you can; the more information I have, the better I can meet your goals.

Business Name

Your business name here

Operations

What is it that you do?

How do you do it?

What is your purpose?

Market

Who is your target audience? What is their motivation for seeking you out? What makes them tick? Who are we crafting this message FOR?

Strengths

Why do you beat out the competition? "High quality service" isn't enough...WHY is it high quality? Strongest plastic in the industry? Highest job placement rates? Best value? 24-hour support?

Design goals

Why are you looking at hiring a designer? What goals do you want met? What media do the materials have to be compatible with?

Key messages to convey

What are the bullet points you'd use to pitch a sale in 30 seconds? List your best business features, the things you think your potential customers MUST know.

The work

What do you want done? This is like a handyman's list: Paint the garage, mow the lawn, fix the bathtub.

Client Questionnaire Example

Business Name

First Financial Training Services

Operations

1. Provides training via broadcast-quality video to 10,000 banks in 50 states
2. Present material in memorable, visual manner
3. Trains the trainers; helps the customer structure and plan training.

Market

Conservative bankers, 75% women. Most are not professional trainers but are employees tasked with training others. They are not pioneers but don't want to be last; they prefer to be comfortably in the middle. Because some training is required by law, they are motivated to be accurate, thorough and not make errors.

Strengths

1. "High-touch" personal attentiveness
2. Cost efficient
3. High quality, accurate, engaging

Design goals

Create an image that conveys the operations, vision and quality of the company

Attract interest and respect of employees and customers both

Visually simple, clear, easy to understand

Must be reproducible in high-resolution, low-resolution, color black and white, web, fax

Key messages to convey

1. Resource, repository, provider
2. Personal trainer, high-touch, helpful
3. Physical products, workbooks, DVDs, etc.
4. Conservative, feminine, welcoming, approachable
5. Confidence, professionalism, trustworthiness
6. Modern, absolutely up to date

The work

Redesign the logo

Design stationery and business cards

Set up ideas for a website