



Tell Us About Your Company

1. Please provide us with a brief profile of your company.

2. Please describe your products and/or service.

3. Please describe your target audience.

4. Who are your primary competitors?

5. What sets your company apart from the competition?

DESIGN BRIEF

CLIENT QUESTIONNAIRE

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Designs By Trudi

Tell Us About Your Project

1. What is your primary objective for this design project (goals and purposes)?

2. If you have an existing website or logo, what would you like to change about it?

3. If you have an existing website or logo, what would you like to keep from it?

5. Who will be providing copy for the website, or do you need copywriting services?

6. Do you have materials like a logo and photos to use in the web design?

Yes No

7. Please check the box for any of the elements that you would like?

- | | | |
|--|---|---|
| <input type="checkbox"/> E-commerce | <input type="checkbox"/> Multiple languages | <input type="checkbox"/> Mobile website |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Forums | <input type="checkbox"/> Database |
| <input type="checkbox"/> Content management system (CMS) | <input type="checkbox"/> Membership areas | <input type="checkbox"/> Social media integration |
| <input type="checkbox"/> Custom (CMS) | <input type="checkbox"/> Audio/video | <input type="checkbox"/> Other |

8. Please list some websites and logos that you like (in terms of design), and why you like them.

URL:	
URL:	
URL:	
Logo:	
Logo:	



CLIENT QUESTIONNAIRE

9. Are there any specific colors that you would like to use?

10. What type of font do you prefer?

- Sample
- Sample
- Sample*
- Sample

- Sample**
- Sample
- Sample
- Other: _____

11. Please check the boxes for any words that you would like to be used to describe your new website.

- | | | | | | |
|-----------------------------------|--------------------------------|--|--|--------------------------------------|---|
| <input type="checkbox"/> Minimal | <input type="checkbox"/> Muted | <input type="checkbox"/> Grungy | <input type="checkbox"/> Modern | <input type="checkbox"/> Trendy | <input type="checkbox"/> Masculine |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Dark | <input type="checkbox"/> Textured | <input type="checkbox"/> Grid based | <input type="checkbox"/> Hand-drawn | <input type="checkbox"/> Feminine |
| <input type="checkbox"/> Colorful | <input type="checkbox"/> Bold | <input type="checkbox"/> Balanced | <input type="checkbox"/> Illustrated | <input type="checkbox"/> Text-heavy | <input type="checkbox"/> Magazine-style |
| <input type="checkbox"/> Bright | <input type="checkbox"/> Clean | <input type="checkbox"/> Retro/vintage | <input type="checkbox"/> Nature-inspired | <input type="checkbox"/> Photo-heavy | <input type="checkbox"/> Futuristic |

12. Are there any specific styles or elements that you do NOT want?

13. Please list any additional comments on the design or style of your new logo or website.

14. Please check a box for your budget range.

- Less than \$1,000 \$1,000 - \$2,500 \$2,500 - \$5,000 \$5,000 - \$7,500 \$7,500 - \$10,000 Over \$10,000

15. What time frame or deadline do you have in mind for the finished product?
