

# Kentley Design

## Graphic Design Client Questionnaire

When we start any new project, we begin with research focused on getting to know our clients, their audiences, challenges and problem-solving needs. If you don't know all of the answers, no problem. This is just intended to get a baseline – we can figure the rest out later.

### **Background**

1) Tell us in a few words about your organization and/or its service or product.

2) Have you ever worked with a designer or design firm before? If so, tell us about your experience. What worked? What did not work? Please tell us what service was requested by your organization.

3) What is your anticipated budget?

4) Are there any target dates we need to know of throughout the project? Are any materials to be released on a certain schedule (ie: newsletters, email blasts, etc)?

### **Goals and Objectives**

5) What does your organization hope to accomplish with strategic design? (Increased visibility?

6) How will you define the success of this project?

7) What do you love/hate about your current materials? What is/isn't working and why?



### **Target Audience**

8) Who is your target audience or demographic? Are they already knowledgeable about your organization?

9) What motivates them to use your product/services?

10) How does your audience currently perceive your organization? How, if at all, do you want to change that perception?

11) If interactive services are required, how tech-savvy are your users?

### **Competitive Landscape**

12) Who are your peers and competitors? How do they market themselves?

13) What are the key benefits/advantages you offer as opposed to your competitors?

14) Do consumers perceive any negatives or barriers to working with your organization?

### **Brand Attributes**

15) What three attributes do you want the audience to think of when they think about your organization?

16) What are your brand's strengths?

17) What are your brand's weaknesses?

### **Creative Strategies and Execution**

18) What design materials do you think you need to accomplish your goals? (eg: Website, Sustainability Report, Brochures, Posters, Advertisements, Logo/Branding, Sales Materials, Annual Report, Other)

19) Are there any design constraints or considerations we should be aware of? (Existing branding standards, typography, size issues, etc)

20) Are you creating your own content, or do you need help with messaging and copywriting?

21) Do you have photography/illustrations to use or will we be responsible for either buying stock images or arranging for original photography/illustration?

**Management and Approvals**

22) Who are your internal decision-makers? Who will be approving the designs and concepts?

23) How frequently would you prefer to meet: on a weekly basis, or more/less often?

24) Are there any third parties subcontractors or vendors that will also be involved in the project?

**One Last Question**

25) Is there anything else you want us to know that wasn't covered above?