This document helps us put together an idea and effective solution that best reflects you and your company. Please answer carefully. This document works as basic pathfinder for us.

# **1. Tell us about yourself**

|  |
| --- |
| 1. Business or Organisation Name: |
| 2. Primary Contact Person (Name and Title): |
| 3. Mailing Address: |
| 4. Contact Numbers |
| 5. Email Address of Primary Contact Person: |

# **2. What are those services you want us to perform**

*Mark (X) for required services. If you are not sure what to select please click the relevant URL for details*

**Identity/Print Design**

( ) Branding Design Strategy ( ) Stationary Design ( ) Online Branding

( ) Logo Design ( ) Marketing Collateral Design ( ) Window Display Design

( ) Brochure Design ( ) Re-branding concepts ( ) Other business collateral

**Web Design and Development**

( ) Web Strategy ( ) Information Architecture ( ) Content Writing

( ) Web Design ( ) Web Application Development ( ) Intranet

**3D Modeling and Animation**

( ) 3D Models for product ( ) Architectural Visualization

**Customized Application Development**

( ) Desktop Software application ( ) Hybrid Solutions

**Project Management services**

( ) Partner Outsourcing

# **3. Background**

Q. Please describe your business/organisation, concept behind business, what kinds of products/services you offer, what your primary market is, who are your target audience/customers etc.

Q. Please tell us about the time-line and the budget (if budget is already fixed and you want to involve us phase wise). If the project will launch in phases, list the intended milestones and budget for each of them.

*e.g.: “I'd like to have it ready and delivered within 4 months and I can afford between USD 2K-2.5K*

*Note: The above information is vital in proposing the appropriate solution. If you are not 100% sure, feel free to mention a range. This point is only valid when budget is already determined.*

**4. Web Design** (To be completed by clients who require web design services)

Q. Do you have an existing website already? What is URL?

Q. What are the primary problems you'd like to overcome with this re-design or what is its primary purpose, if this is a new design?

Q. Who are your competitors, what do they do well and what are their weaknesses? Please list their URLs.

Q. Please list the URLs of sites you find compelling (need not be your competitors or the same business domain). What specifically do you like about these sites?

Q. Who are the primary and secondary users of your website and what action do they take/perform when visiting your site? Please describe in detail.

*Example: “Primary users are visitors looking for information on our services and they would subscribe for our newsletter, read our blog and perhaps contact us via email”*

Q. Have you conducted any usability tests on your current site? If so please include your findings, you can incorporate charts and relevant graphs if you want.

Q. Use a few adjectives to describe how the user should perceive the new site. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.)

Q. What is the approximate size (in number of pages) of the site you would expect?

*Example: Site of less than 15 pages or site with hundreds of dynamic pages generated through a content management system*

Q. Do you currently work with a content management system (CMS) or have any preferred CMS? Please tell us which system and version or list the URL(s) where we can find more details.

Q. What special features/functions would you like to have in the site? Please describe them in detail.

*Examples: e-commerce, community forums, streaming media, etc.*

**5. Graphic Design** (To be completed by clients who require graphic design services)

Q. Please describe your requirement

*Example: Design a logo and a brochure for a product, design a corporate identity and business materials*

Q. Any special considerations you'd want us to keep in mind?

*Example: Dimensions, print costs, should be in line with corporate colours, etc.*

**6. Copy** (Please fill this section if you are using our copywriting services)

Q. Please describe your requirement.

*Examples: Copy for web, copywriting for corporate brochure, fine tune copy for a media release.*

Q. Please outline your intended tone for the copy.

*Examples: Fun and energetic, detached and corporate, suave and professional.*

Q. Please attach any existing copy that depicts the angle you would like us to take when writing up.

Q. Do you have any sayings, tag-lines or trademarks that you would like us to keep in mind when crafting your content? Would you be willing to consider modifying these to better suit the new branding?

Q. Are there any phrases, concepts or metaphors that you would like us to stay away from as we begin to think about your copy?

*Examples: Being the first in the business, having X many branches*

Q. Does your company / product / organization already have a profile written for it? Would you be willing to consider adjustments to this profile?

**7. Additional Notes/Comments** (Please take as much space as you wish)

# **8. Thank You!**

Thanks for your time. Please mail this to our project head (peter@digitallogicdesign.com).