

DESIGN BRIEF

CLIENT QUESTIONNAIRE

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?

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

10. What type of font do you prefer?

- | | |
|--|--|
| <input type="checkbox"/> Sample | <input type="checkbox"/> <i>Sample</i> |
| <input type="checkbox"/> Sample | <input type="checkbox"/> SAMPLE |
| <input type="checkbox"/> Sample | <input type="checkbox"/> <i>Sample</i> |
| <input type="checkbox"/> <i>Sample</i> | <input type="checkbox"/> 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 website

14. Please check a box for your budget range

<input type="checkbox"/> Less than \$1,000	<input type="checkbox"/> \$1,000 - \$2,500	<input type="checkbox"/> \$2,500 - \$5,000	<input type="checkbox"/> \$5,000 - \$7,500	<input type="checkbox"/> \$7,500 - \$10,000	<input type="checkbox"/> Over \$10,000
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15. What time frame or deadline do you have in mind for the finished product?
