

# DISCOVERY QUESTIONNAIRE

## COMPANY BACKGROUND

Describe your business.

*What is your industry? How long have you been in business? What is your product/service? What is your company's purpose? Etc.*

Why did you start your company?

What are key events and milestones for your company and why?

Are there any awards or recognition you or your company have received?

What are the benefits of your services or products? What problems do you solve for your clients?

Why do your clients choose to work with you?

What previous experience do you have in this field? What are your qualifications?

Who are some of your competitors (locally, regionally, or nationally)?

How are you different from your competitors? What is your unique selling point?

Describe your target market.

*I.e. age, occupation, life circumstance, gender, how they purchase your product, how they hear about your services, etc.*

In a few words, explain the primary characteristics of your product or service.

*Examples: customer-focused, original, high-end, earthy, techy, bold, etc.*

Describe your business' current branding and personality.

*Please send images in an email if you have examples.*

What marketing have you done? Can you provide a copy?

How do you want your customers to think about your company?

List adjectives that describe your company.

Is your business limited to or focused on a certain geographic area such as a city, county, state, or region?

What are the values that drive your company?

What do you want to share with the world?

Is there anything else we should know about you or your business?

## WEBSITE DESIGN

Please list the search engine keywords that either you or your clients would use to find your business.

What colors do you like?

*Images are preferred.*

What colors DON'T you like?

*Images are preferred.*

Do you currently have a website?

a. What do you like about your current site?

b. What do you NOT like about your current site?

List 3 of your competitors' websites and something you like and/or don't like about them.

- 1.
- 2.
- 3.

List 3 sites that you are drawn to and what you like about each (this can be any website, not pertaining to your industry).

*Explaining what you like helps us narrow down the design. Images are preferred if available or links to the sites.*

- 1.
- 2.
- 3.

What is your deadline to launch the new site?

What is your biggest goal for the new site?

*I.e. give general information, promote a product or brand, sell product, etc.*

Do you have other input or direction for the site design?

Are there any specific design elements you'd like to see included in the website design?

How will you determine if this project is successful?

## COPYWRITING

Who are the key people to list or mention on the site and why?

What action do you want the reader to take?

Do you want your tone to be formal or informal?

What specific information do you want to make sure is included on the home page?

## GRAPHIC DESIGN

What is your desired outcome for this piece (gain new customers, send potential customers to your website, etc.)?

Who is your target market for this piece?

If you are outsourcing this piece to a printer, what are the sizing and printer specification requirements for this piece (do you need bleeds included in the final piece/what is the final file type needed/do you have design templates)?

What exact content do you need included in this piece? You can send written content in a Word document or email.

Do you have specific photos or design elements that you need included? Please send us any necessary attachments in an email.

Do you have specific branding requirements that need to be met (i.e. specific color schemes, graphic elements, etc.)? If so, please provide us with necessary color codes, fonts, and formatting guides, if available.

Do you have examples of design inspiration that you'd like to share?