

Client Questionnaire



Your options

- Fill in, save & email *andrew@andrewbath.com*
- Print, fill in by hand, scan & email *andrew@andrewbath.com*
- Print, fill in by hand & post *Andrew Bath
Upper Rambert Road
Eudlo 4554
Queensland
Australia*

Client Questionnaire

About your needs

Thanks for your interest in my design services.

Why a questionnaire?

This questionnaire aims to assist both you, the client, and me, the designer to develop an initial focus and define some important aspects of your project.

Providing as much information as possible will greatly assist the process of developing designs for your project that will be appropriate, unique and effective.

What happens once you return your questionnaire?

Once you return your questionnaire, I'll discuss a few more aspects with you before drawing up a comprehensive Proposal & Quotation tailored specifically to your needs.

Together with Terms & Conditions which clarify all aspects of the design process, the Proposal & Quotation will form an essential part of a Client Services Agreement which I will offer to you. This Agreement will need to be signed before work commences on your project.

It's a straightforward process that facilitates clean communication and quality graphic design.

Your contact details

Name

Email

Phone(s)

Your position in the company or organisation

Please note that information you provide in this Client Questionnaire will remain **confidential**. The only exception will occur following your written agreement regarding specific information to be included in your completed project (e.g. your business name and slogan). This will be clearly described in your Client Services Agreement.

Client Questionnaire

About your needs

About your company or organisation

Name

If you are looking for a new business name, would you like assistance with this?

 Tick here if yes.

Slogan or tagline

If you have not yet developed a slogan or would like to change your existing slogan, would you like assistance with this?

 Tick here if yes.

Do you have a logo?

 Yes *No*

If you have a website, give the address.

If yes, please attach in any format.

Give a brief history of your company or organisation.

Please include information about its size and location(s).

What products and/or services do you provide?

About your clients

What is the target audience for those products and/or services?

Please give as much information as you can about the age range, gender, income, employment, location and lifestyle of current clients and those you wish to reach.

If you have a Mission Statement or other similar document please attach and send with this Client Questionnaire.

Client Questionnaire

About your needs

About your position in the market

Provide some information about your main competitors.

Please include links to their websites if available.

What would you say are your strengths and weaknesses relative to your competitors?

Of particular interest is what you do/plan to do differently in order to attract clients.

Your ideas

Are there any particular colours you like/dislike?

You need to feel comfortable with your design so it can truly be your own.

Are there any logos, websites, adverts etc. related to your industry that you like/dislike the look and feel of?

Please explain briefly your reasons and provide references for them if possible.

Describe any other ideas or inspiration you have had regarding this project.

An indication of your likes and dislikes will help to incorporate *your* ideas into the project. I will be honest and direct as to what I believe will (or will not) be effective and appropriate in maximising the impact of your project.

Client Questionnaire

About your needs

About the project

Please give a brief explanation of the purpose of this project.
For example, a new product launch, rebranding, aiming to grow client base.

Indicate which of the following you may require as a part of this project.
I will offer you a unique package at competitive rates to encompass all the different aspects you require in your project.

Print design

- Flyers - single page
- Brochures - multipage
- Posters
- Annual report or other multipage industry booklet
- Magazines
- Newsletters
- Advertising - small Yellow Pages/magazine adverts etc
- Advertising - large banners, billboards etc
- Labels
- Stickers
- Packaging design
- Book design

Branding

- Logo
- Company or organisation name
- Slogan or tagline
- Business cards
- Stationery letterheads, invoices etc
- Signage - indoor & outdoor
- Signage - vehicle

Web design

- Website
- Images for an existing website
- E-newsletter
- Email template
- Advertising for web
- Twitter or YouTube background
- Facebook landing page

Content services

- Copywriting
- Photography
- Proofreading
- Photo imaging

Schedule

Please indicate if you have a preferred start date and/or deadline for your project.

As I work as a freelancer, you will enjoy the benefits that flow from dealing directly with the designer from the inception of your project right through to its completion.

Thanks for investing your time in this questionnaire.
May it be the start of a fruitful, satisfying and effective project!

Cheers,
Andrew Bath