Luckynine DESIGN

Project questionnaire: tell us about your design needs.

Every branding and design project requires a unique approach. Luckynine Design has put together this worksheet to help us understand your project goals and design needs so that we can create an accurate proposal for you. Please answer all questions as best you can and skip any that may not be relevant. Return this questionnaire to us at info@luckyninedesign.com and we will contact you with a proposal for your project.

Your Company

1. What is the name of your company and what is your current or intended web address? *Please specify website status.*

2. Who will be the primary contacts in your company on this project? *Please list names, titles, phone numbers and email addresses.*

3. Where is your company located? Are there any unique features of your location that are relevant to your brand?

4. Briefly describe what your company does. What products or services do you provide or intend to promote? Do you have a mission statement you can share?

Your Industry

1. Please provide a brief corporate and industry description. How is your company perceived? How would you like your company to be perceived? *How do you advertise and market the business - though print, web, TV or radio, other?*

2. Who some of your main competitors? Please list some competitor websites.

3. How does your company differ from your competitors?

Your Project

1. Please provide a brief summary of your project:

2. What are the key objectives of this project? *Branding/identity reinforcement, improved access to information, direct sales, etc.*

3. Are you looking to freshen up the look of your brand, or do you need a complete redesign?

4. Will you need a logo developed?

5. Who is your target market? *Gender, age, class, etc*

6. How would you like people to describe your brand and marketing materials*? For example, fun, corporate, modern, bold, etc*

7. Do you have content written or will you need copywriting services?

8. Do you have existing imagery that can be used in this project or will you need Luckynine Design to find or create images?

9. Do you have any fonts, colors or styles already in mind?

10. What is your schedule for completion of this project?

Your Website

Answer the following questions if you require web design services. Otherwise, leave these blank.

1. Do you have an existing website in need of redesign or will you be building a new site from the ground up?

2. Have you planned your site's structure and content? Do you know approximately how many pages your site will require?

3. Will you require ongoing site management, or would you like to be able to update the site using an online content management system.

4. Is there a key function you need your site to include? *Video, shopping cart, advertisements, etc*

5. Please find three or four sites that you like and list their urls so that we can review them. Also, please list the specific elements of each site you find compelling.

6. Do you have hosting?

7. Will you be running any email campaigns or other promotions in association with your website?

Your Thoughts

Take as much space as you need to tell us any additional information.