

JUNE 26, 2008

20 QUESTIONS

This worksheet is designed to help us get a feel for your needs, and to clarify key messages, audiences, and results. It also helps everyone get on the same page. Please keep your answers concise!

Background

1) Tell us in a few words about your organization and/or its service or product.

2) Have you ever worked with a designer or design firm before? If so, tell us about your experience. What worked? What did not work? Please tell us what service was requested by your organization.

Goals and Objectives

3) What does your organization hope to accomplish with strategic design?
(ie: increased visibility? Sales? Build consumer loyalty? General image upgrade? Other?)

4) How will you define the success of this project?

Target Audience

5) List some key facts about your market or user.

6) Who is your target audience or demographic? Are they already knowledgeable about your organization? What motivates them to use your product/services?



7) How does your audience currently perceive your organization? How, if at all, do you want to change that perception?

Competitive Landscape

8) Who are your peers and competitors? How do they market themselves?

9) What are the key benefits/advantages you offer as opposed to your competitors?

10) Do consumers perceive any negatives or barriers to working with your organization?

Brand Attributes

11) What three attributes do you want the audience to think of when they think about your organization?

12) What are your brand's strengths?

13) What are your brand's weaknesses?



Functionality and Technical Requirements

14) How will distribution of the designs be handled? (ie: Would brochures be mailed or handed out? Do ads run on a certain schedule?)

15) If you require web services, what are your needs? (ie: Online shopping carts? Newsletter sign-up? Content management system? Calendar modules? Other?)

16) Are there any constraints or considerations we should be aware of? (ie: existing branding standards, typography, size issues, etc)

Creative Strategies

17) What design materials do you think you need to accomplish your goals? Check all that apply.

- | | | | |
|--|---------------------------------------|-------------------------------------|---|
| <input type="radio"/> Brochure | <input type="radio"/> Advertisements | <input type="radio"/> Web Site | <input type="radio"/> Direct-mail |
| <input type="radio"/> Poster | <input type="radio"/> Logo/Branding | <input type="radio"/> Annual Report | <input type="radio"/> Sustainability Report |
| <input type="radio"/> Stationery Package | <input type="radio"/> Sales Materials | <input type="radio"/> Other _____ | |

Schedule and Target Dates

18) Are there any target dates we need to know of throughout the project?

Approval Process

19) Who are your internal decision-makers? Who will be approving the designs and concepts?

One Last Question

20) Is there anything else you want us to know?
