



P.O. BOX 950133, Mission Hills, CA. 91395-0133
Tel: (818)974-8897

Graphic Design Questionnaire

Thank you for your recent interest in Grafikos Design Services for the design of your organization's next advertising project. On rare occasions, if we determine that you require any special equipment or supplies to complete the project we will alert you immediately of the need.

Because you know your organization/business best and in order for us to be able to become acquainted with your customers, business, and organization, we have prepared the following questionnaire. We cannot begin any project without its completion. We will be following up with questions to clarify our view of how you envision your Graphic Design Project.

Our graphic design business can operate as a fully functional entity, similar to what you may pay outside services to provide. We operate on a relatively fast-track and from experience we find that our only delays arise from receiving information from our clients. Therefore, we will not be able to begin a project until all materials that we ask for are in our possession including images and text. We will notify you if we need other information.

Again, thank you for your interest.

Sincerely,

Sergio Hernandez

Owner

Grafikos Digital Media & Designs

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CLIENT SURVEY—INITIAL STEP

Please complete as many of the following questions regarding your request for a graphic design. It will help us to know your business/industry better and develop a more user-friendly website to fit your business needs.

General Information

1. What is the name of your company/organization **and** current (or intended) URL (domain name)? Ex. www.yourname.com

2. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

Names	Titles	Email	Phone#

3. What is your intended acquisition date for the design? Are there any outside considerations that might affect the schedule (for example, PR launch, tradeshow, annual report)?

4. Do you have a specific budget limit already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

Reasons for Design

5. What are the main reasons for the need of your design (new business, expanded services, different audience, informational)?



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6. What existing strategy (online or in printed material) is in place to meet the new business objectives? (Brochures, other print advertising etc.)

Audience/Desired Action

7. Describe a typical customer who would buy your goods or services. How old is the customer and what does he/she do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

8. What is the primary “action” the customer should take when coming to your business (make a purchase, become a member, search for information)?

9. What are the key reasons why the target audience chooses your company’s products and/or services versus the competition (cost, service, value)?

Perception

10. Use a few adjectives to describe how the user should perceive the new design. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.) Is this different than the current image perception?

11. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs if any.

12. List the URLs (web site addresses) of any sites you find its content useful or is related to your business. What specifically do you like about these sites or their content?



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Content

13. Describe and attach examples of visual elements, marketing materials or content that should be included in the design. (ex; logos, color schemes, navigation, and so on).

14. Do you already have an outline for the proposed design? If so, please attach. If one is not provided, we will draft one for your approval.

Technology

16. Will you be advertising any Social Media accounts on your new design? (Facebook, Twitter, My Space, etc.)

17. Would you like to advertise any company mobile apps on your new design?

18. Will you be advertising a company web site or info in large scale? If so, be descriptive.

19. Will you have a need to advertise for secured payment platforms (e-commerce)? Please describe in detail and provide any specific logos or artwork you would like on your new design.



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Additional Notes/Comments

Please take as much space as you need.

Lined area for writing additional notes or comments, consisting of 21 horizontal lines.

Customer's Signature_____

Date: _____