

STUDIO66 CLIENT SURVEY 630 PEÑA DR STE 600 DAVIS CA 95616 ::: 530.792.0660

Client: _____	Date: _____
Contact: _____	Phone#: _____
Email: _____	Fax#: _____

1. Define the problem _____

2. What is your budget? _____
3. Who is your target audience? Define and characterize them as clearly as possible. _____

4. What is your company's mission and short-term and long-term marketing strategies? _____

5. What is the market opportunity? _____

6. Who is the ultimate decision maker? What is the internal approval process of this design project? _____

7. What is the key message that you want to communicate to the viewer? (3 sentences or less) _____

8. What is response or call-to-action is needed? _____

9. How do you define success for this project? _____
10. What is your timeframe? _____
11. What are people's current opinions of the company/product? What are its strengths and weaknesses? _____

12. Who is your competition? Do you need to work with them or in opposition to them? _____

13. Can you reference any previous successful design solutions or campaigns? _____

14. Is there a particular approach you would like the designer to explore and why? _____

15. If you could say only one word about your product or service, what would that be? _____
16. What differentiates you from your competition? What are some key selling points? _____

17. What do you not want? Why? _____

18. Do you have available market research? _____
19. Are there any mandatory requirements for this project that we need to know? _____

20. What is the life-expectancy of this project? How long is it expected to be effective? _____

21. Why did you choose our firm? How did you hear about us? _____
