



# PROJECT QUESTIONNAIRE

Your options:

a/ Fill in, save & email to [design@privatelabel.me](mailto:design@privatelabel.me)

b/ Print, fill in by hand, scan and email to [design@privatelabel.me](mailto:design@privatelabel.me)

## **About Your Needs**

This questionnaire aims to assist you, the client, and us, 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.

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

## **About Your Business**

Company name

Full address

Telephone

Email

Website

Contact Person

Position

Email

Mobile

## **About Your Project**

01/ Project Type                      New Project                      Re-Design

02/ Deadline

03/ Is your deadline flexible?                      Yes                      No

04/ Do you have a logo?                      Yes                      No

05/ Give us a brief history about your company

06/ What products and/or services do you provide?

07/ Is there a unique story behind your brand and/or product?

08/ What is the purpose behind this exercise? Why now?

09/ If you have an existing brand/identity, why isn't it working for you?

10/ In which category does your product(s) fall?

11/ Should the design of your product be adaptable?  
How many adaptations do you need?

12/ Who are your target customers?

13/ What problems do you solve for your customers?

14/ What is the primary message do want to convey to your customers?

15/ Who are you main competitors?

16/ What are your strengths and weaknesses versus your competitors?

17/ Are there any particular colors you like/dislike?

18/ Are there any logos/packages/websites/ads/etc... related to your product and industry that you like/dislike?

19/ Describe any ideas or inspirations you have regarding this project

20/ Please give a brief explanation of the purpose of this project

21/ Do you have any market research about your clients or your product/business that you can share with us?

Yes *(please share them with us by email)*

No

22/ Who are the decisions makers on this project?

23/ What is the turnaround time for making a decision?

24/ What is your budget for this project?

**Thank you for investing your time in this questionnaire.  
May it be the start of an effective project!**