



# Initial Questionnaire

Please fill this out to the best of your ability so that I can better understand your company/needs/goals for the project.



1. What is the name of your company? \_\_\_\_\_

2. Can you explain what your company values are?  
\_\_\_\_\_  
\_\_\_\_\_

4. How old is your company? How does your company make a profit, and what is the structure of the business?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. What are your goals for this project? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Do you currently have a website?  YES  NO

If yes, could you please share the url? \_\_\_\_\_

7. What types of services are you looking for? (check all that apply).

- UI/UX Design (website design)     UI/UX Design (mobile app)     Development
- Design + Development     Visual Identity Design (Branding)

8. What is your target completion date and why? \_\_\_\_\_

9. Are you looking for an **ongoing partnership** or a **one-time project**? \_\_\_\_\_

10. Will anyone else besides you be working along side this project? If so, what's their name and title? \_\_\_\_\_

11. Who is your target audience and ideal customer? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. Who are your competitors? Please share url links if available. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Could you share some examples of design style(s) you like? \_\_\_\_\_  
\_\_\_\_\_

15. Do you have any concerns/worries about this project? \_\_\_\_\_  
\_\_\_\_\_

16. Do you have a budget? What is it? \_\_\_\_\_

17. Do you have any type of branding assets yet? i.e. brand style guides, design assets.  
\_\_\_\_\_

18. What are your contact details? Email \_\_\_\_\_

Skype \_\_\_\_\_ Instagram \_\_\_\_\_

Facebook \_\_\_\_\_ Twitter \_\_\_\_\_

19. Is there anything else you'd like to tell me not outlined in the above questions?  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for your time and effort.