



3000 Joe DiMaggio Blvd, Ste 16
Round Rock, TX 78665

Web Design Creative Questionnaire

Date:

Client name:

Who Are You?

What do you do?

Your Objectives

Where do you want to go?

Desired Results & Vision

How would you like to be perceived?

Target Market

Who is your audience demographic?

Competition

Who is your primary competition?

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Success Criteria

How will you judge a successful project?

Design Criteria

What do you want this project to say about you?

Color Preferences

Favorite color?

Least favorite color and why?

Marketing

What methods have you used in the past? (check all that apply)

Direct mail	Brochure	Ads/local	Cable TV
Newspaper	Doorhanger	Billboard	Radio
Online Indexes	Ads/regional	Website	Other

Descriptors

What words best reflect your company? (check all that apply)

Dependable	Established	Enthusiastic	Aggressive
Progressive	Edgy	Unique	Serious
Traditional	Strong	Integrity	Hi-tech
Precision	Original	Mainstream	Other

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Creative Feedback

Whose input will you rely on most? (check all that apply)

Target audience	Business partner	Secretary	Marketing Dept
Yourself	Close friend	Spouse	Employees
Focus group	Iron Fox Designs	Other	

Additional Input

Any other thoughts?