DESIGN BRIEF
CLIENT QUESTIONNAIRE

Lausas Group

TELL US ABOUT YOUR COMPANY

1. Provide us with a brief profile of your company

2. Describe your products and / or service

3. Describe your target audience

4. Who are your primary competitors?

5. What sets your company apart from the competition?

DESIGN BRIEF
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TELL US ABOUT YOUR PROJECT

1. What is your primary objective for this project (goals and purposes)?

2. If you have an existing website, what would you like to change about it?

3. If you have an existing website, what would you like to keep from it?

4. Who will be providing copy for the website, or do you need copywriting services?

5. Do you have materials like a logo and photos to use in the design?

   ☐ Yes   ☐ No

6. Check the box for any of the elements that you would like.

   ☐ E-commerce   ☐ Multiple languages (which?)   ☐ Separate mobile website/app

   ☐ Blog or News   ☐ Forums   ☐ Products or services portfolio (how many?)

   ☐ Content management system (CMS)   ☐ Membership areas   ☐ Contact form

   ☐ Responsive design   ☐ Audio/video   ☐ Other

7. List some websites that you like (in terms of design), and why you like them

   URL:

   URL:

   URL:

   URL:

   URL:

8. Are there any specific colours that you would like to use?

9. What type of font do you prefer?

- [ ] Sample
- [ ] Sample
- [ ] **Sample**
- [ ] *Sample*

- [ ] *Sample*
- [ ] SAMPLE
- [ ] *Sample*
- [ ] Other

10. Check the boxes for any words that you would like to be used to describe your new website.

- [ ] Minimal
- [ ] Elegant
- [ ] Colorful
- [ ] Bright

- [ ] Muted
- [ ] Dark
- [ ] Bold
- [ ] Clean

- [ ] Grungy
- [ ] Textured
- [ ] Balanced
- [ ] Retro/vintage

- [ ] Modern
- [ ] Grid based
- [ ] Illustrated
- [ ] Nature-inspired

- [ ] Trendy
- [ ] Hand-drawn
- [ ] Text-heavy
- [ ] Photo-heavy

- [ ] Masculine
- [ ] Feminine
- [ ] Magazine-style
- [ ] Futuristic

11. Are there any specific styles or elements that you do NOT want?

12. Please list any additional comments on the design or style of your new website.

13. What is your budget range?

- [ ] Less than 10 000€
- [ ] 10 000€ - 25 000€
- [ ] 25 000€ - 50 000€
- [ ] 50 000€ - 75 000€
- [ ] 75 000€ - 100 000€
- [ ] Over 100 000€

14. What time frame or deadline do you have in mind for the finished product?