



# Rubber Design Client Questionnaire

[ *this helps me understand your needs better* ]

1. Please tell me in a few words, what it is that your business does...

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2. Who is your prime target market?

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3. Who are your main competitors?

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4. What sets you apart from your competitors? What would be the reasons your target market would choose to use you rather than your competition?

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5. Please give this project a title:

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6. What is it that you would like to achieve by doing this project? What are your primary objectives?

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7. If you currently have a website, what is it that you like about it that you would like to keep?

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8. If you currently have a website, what is it that you like about it that you would like to change?

9. Do you have any existing collateral (images, branding / logo, illustrations or copy) that should be used in this project?

10. Will you require any extra images, branding / logo, illustrations or copy for this project?

11. Will you need any of the following elements included in your project?

RESPONSIVE MOBILE  
FRIENDLY DESIGN  
FEATURES

BLOG / NEWS AREA

CONTENT MANAGEMENT  
SYSTEM (CMS)

E-COMMERCE

FORUMS

RESTRICTED ACCESS /  
MEMBERSHIP AREAS

AUDIO / VIDEO /  
ANIMATION

CONTACT FORM

NEWSLETTER SIGN UP

EMARKETING TEMPLATE

SOCIAL MEDIA  
INTEGRATION

LOGO / BRANDING

STATIONARY /  
BUSINESS CARDS

BROCHURES, FLYERS  
OR LEAFLETS

PRINT / MAGAZINE  
ADVERTISING

WEB BANNER  
ADVERTISING

12. Please list a couple of websites that you like and explain why you like them:

URL:

WHY YOU LIKE THIS SITE:



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13. What is the right tone for your project? Mark on the scales below to help me position your brand and website correctly

Friendly	<input type="range"/>	Official
Modern	<input type="range"/>	Traditional
Feminine	<input type="range"/>	Masculine
Decorative	<input type="range"/>	Minimalist
Light	<input type="range"/>	Dark

14. Below are a series of words, please tick all that you would like to be used to describe your new project

- |             |            |             |                 |
|-------------|------------|-------------|-----------------|
| MINIMAL     | ELEGANT    | COLOURFUL   | BRIGHT          |
| MUTED       | DARK       | LIGHT       | BOLD            |
| CLEAN       | GRUNGY     | TEXTURED    | BALANCED        |
| MODERN      | STRUCTURED | ILLUSTRATED | NATURE-INSPIRED |
| TRENDY      | HAND-DRAWN | TEXT-HEAVY  | ORGANIC         |
| PHOTO-HEAVY | MASCULINE  | FEMININE    | FUTURISTIC      |



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15. Are there any styles or elements that you really don't want?

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16. Do you have a deadline for this project, and are you aware of anything that may have an impact on that deadline (e.g. annual holidays, production schedules)

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17. Do you have a budget for this job? (This isn't a required field but it helps me to give you the best solution for available funds)

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UNDER £500	£500-£1000	£1000-£1500	£1500-£2000
£2000-£3000	£3000-£4000	£4000-£5000	£5000-£6000
£7000-£10000	£10000-£12000	£12000-£14000	£15000 +

18. Any further comments you would like to add?

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*All information contained in this form is entirely confidential, and is only used by myself in order to deliver the best job for your business*