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free consultation guide

We would be happy to provide you with a free consultation and quote on your next design project. We prefer to discuss the project details in person at your premises, but we can also do it over the phone or by e-mail if you prefer.

The details that we try to obtain during our initial consultation are outlined in this document as a series of questions. You might like to give some thought to these questions prior to our discussion.

project information

business need

What do you want produced during this project?

project objectives

What are the objectives of this project? For example, you may want to raise market awareness, sell a product, educate customers, meet a legal requirement, or update your organisation's image. Can you rank the objectives according to the importance you place on them?

target audiences

Who are the target audiences for this project? Can you characterise the audience members in terms of sex, age, occupation, location, income, expectations, motivation, knowledge of your organisation, or other relevant factors? Can you rank the target audiences according to the importance you place on them?

product, service or initiative

What is the product, service or initiative that will be featured in this project? Can you provide specific details such as its features, how it is used or what is unique about it?

customer or user benefits

How do customers or users benefit from the product, service or initiative that will be featured in this project? For example, it might save time, money, effort or lives. Can you rank the benefits according to the importance that customers or users place on them?

support for benefit claims

What supporting evidence can you provide for the benefits mentioned in the previous section? For example, you might be able to refer to survey results, focus group reports, or user testimonials.

competitors

How do your competitors' products / services / initiatives compare with yours? Can you provide specific details such as competitor names, product names, prices, features, strengths and weaknesses?

current brand identity

What is your organisation's current image in the marketplace? Consider both positive and negative elements.

desired brand identity

How do you want your organisation to be perceived? For example, you may wish to be seen as caring, service-oriented, a price leader, technologically advanced, or imbued with old-fashioned values.

key message

What is the single most important point or overall impression that the viewer should remember after viewing this project?

design preferences

Do you have any preferences about design elements (e.g. colours, images, shapes, fonts) that should or should not be used in this project?

design examples

Can you identify any designs (e.g. web sites, advertisements, posters) that provide an indication of your expectations for this project? What do you like about those designs?

schedule

What is your schedule for completing this project? Do you have any fixed deadlines?

constraints

Can you identify any practical constraints that will impact upon this project?

web projects

web pages

Do you have any ideas about the types of web pages that will be needed within the site? For example, a web site may need a home page, an organisation profile page, a products page, a contact details page, and so on.

electronic commerce

Does the web site need to accept online payments? If the web site needs to accept online payments, what will visitors be purchasing?

content

What content, if any, will your organisation supply for this project? For example, you might have some text or photographs that are suitable to use.

search engine optimisation

What key words would people use to search for your site on the web?

web hosting

Is web hosting required for this project? If web hosting has already been organised for this project, what is the hosting organisation's name and web address?

domain name

If domain name registration is required for this project, what is your preferred domain name (e.g. www.mybusiness.com.au)? If a domain name has already been registered for this project, what is that name?

content management

Do you require content management software that lets you easily maintain and update the content of your web site?