



PURPLE, ROCK, SCISSORS, LLC

Creative Questionnaire: Web

Client:

Client Information

Job Name & Number:

Web Project Questions

1. In one or two sentences, define the problem this project is solving.

2. If you had to describe your company in 3 adjectives, what would those be?

3. What brand does your company aspire to be more like?

4. Who are your main competitors, and how are you different?

5. Describe your target audience.

6. How does your target audience currently feel about you?

7. What are some of your likes and dislikes about your current website/app?

8. What do you want users to take away after interacting with your website/app?

9. Is there a story that is unique to your company?

10. Do you have existing brand guidelines documentation (logos, typefaces, colors, etc.)? If so, are you looking for any changes?

11. Are there any mandates involved in this project? (i.e. must include trademarks, legal disclaimers, accessibility compliance, etc.)

12. Is there an existing asset library for imagery, video, etc...?

13. If you are not able to supply a library of imagery, what is your budget for seeking and purchasing photography?

14. Can you provide us with any samples of your marketing collateral?