



Client Needs Survey

Pixel-Kraft Design works to provide superior service to our clients. We believe we can meet your needs and expectations best if we understand your goals. Completing our Client Needs Survey will assist us in planning your project efficiently. We appreciate your interest in Pixel-Kraft Design and look forward to working with you in the near future.

Contact Information

Company Name: _____

Address: _____

Contact Name: _____

Title: _____

Telephone: _____

Fax: _____

Email: _____

URL: http:// _____

Organization/Company Information

1. What is the primary focus of your business or organization? (check one)

- | | | |
|---|--|---|
| <input type="checkbox"/> Education | <input type="checkbox"/> Banking | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Medical | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Food/Groceries | <input type="checkbox"/> Automobile | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Sports | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Retail | <input type="checkbox"/> Wholesale |
| <input type="checkbox"/> Non-Profit | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Other: _____ | | |

2. Are there any general industry trends or specific company directions of which we should be aware?

3. What general image do you want to project for your organization or company?

Project Information

1. Which services will you need? (check all that apply)

Print Communications

- | | | |
|-------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Brochure | <input type="checkbox"/> Invitations, programs |
| <input type="checkbox"/> Catalogue | <input type="checkbox"/> Copywriting | |

Website Design

- | | | |
|---|--|---|
| <input type="checkbox"/> Develop new/first site | <input type="checkbox"/> Redevelop existing site | <input type="checkbox"/> Content creation |
| <input type="checkbox"/> Maintenance | <input type="checkbox"/> Create graphics/navigation system for existing site | |

Multimedia Project

- | | | |
|--|---|--|
| <input type="checkbox"/> Powerpoint presentation | <input type="checkbox"/> Video editing, audio | <input type="checkbox"/> Flash animation |
|--|---|--|

Combination Project

- | | | |
|-----------------------------------|--|---------------------------------------|
| <input type="checkbox"/> CD/Print | <input type="checkbox"/> Website/Print, etc. | <input type="checkbox"/> Other: _____ |
|-----------------------------------|--|---------------------------------------|

Photography

- | | | |
|---|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Usage Rights | <input type="checkbox"/> Original | <input type="checkbox"/> Vintage |
| <input type="checkbox"/> Color Correction | <input type="checkbox"/> Restoration | <input type="checkbox"/> Hand Tinting |

Training

- On site

Other: (please explain)

2. What are your objectives for this project?: (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Increase exposure to regional markets | <input type="checkbox"/> Increase brand awareness |
| <input type="checkbox"/> Increase exposure to national/international markets | <input type="checkbox"/> Provide online training |
| <input type="checkbox"/> Provide current information to customers/clients | <input type="checkbox"/> Display merchandise/outline services |
| <input type="checkbox"/> Provide technical support or service information | <input type="checkbox"/> Discount/sale coupons or information |
| <input type="checkbox"/> Provide internal communication for employees | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Other: (please explain) | |

Audience

1. Describe your primary target audience? (Age, location, lifestyle, hobbies, etc.)

2. Do you have an additional target audience in mind?

3. How technologically sophisticated is your audience?

4. Who will create the content for your project?

5. Do you already have appropriate photos and other graphics for the project?

Remaining questions are for website design only:

1. Who are your top three competitors? What are their primary strengths?
 - a.

 - b.

 - c.

2. If your competitors have websites, what do you like/dislike about their sites?

3. What makes your organization unique among your competitors?

4. Do you currently use an advertising, marketing or communications firm?
If so, how involved will they be in this project?

5. Do you have a target site launch date? is it tied to another promotion or event?

6. Are there other sites that you find appealing?
If so, please provide the URL and a brief description of several.
 - a. http://

 - b. http://

 - c. http://

