



[DUV] DESIGN

GRAPHIC & WEB DESIGN STUDIO



5-FACTOR PLANNING QUESTIONNAIRE

The “5-Factor Planning Questionnaire” will help you set specific, measurable goals and help us create your Project Plan. To get started, bring this with you to our first meeting!

[MESSAGE] Think about your audience and the message yo want to share. Example: I want to inform my customers (men between the ages of 20 and 40) about a new product launch.

[CALL TO ACTION] What do you want your customers/clients to do when they see your message? Example: I want my clients to call a dedicated 1-800 number to place an order.

[BUDGET] Your budget will determine the scope of project. Yes, it can be uncomfortable, but we will have to talk about money at some point. To make it easier, don't worry about setting an exact price; instead set a price range. Download the DuvDesign Rate Sheet for guidance on project pricing. Example: I want to spend between \$1000 and \$2000 on my interactive Flash presentation.

[TIMEFRAME] Set a realistic due date for your project. Remember, we are definitely going through the 4-steps of the creative process, so “tomorrow” is never an option. If we are working on a print project, you also have to account for printing time; usually 5-7 working days. Example: I would like to mail my invitations in 5-8 weeks.

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[SAMPLES] Do a little research and bring a few samples to our first meeting. Good visuals will help us determine your style and expectations for the project. Example: I like the layout of this Lexus brochure, but want to incorporate our corporate colors instead and change the size.