

8 questions all designers should ask customers

Client's Information

Company name
Contact
Phone
Email

1. What's your why?

2. How is what you do going to make someone's life better? More fun?

3. What does your company do?

4. What is the culture of your company?

5. Who is your target market? Who are you trying to reach?

6. How do you want your customers to feel?

7. What color will best impact customers' emotions and behaviors?

8. What's your rally cry or your tag line?