

Client interview

Team name: _____

Date: _____

Client name: _____

Interview topics

- Goals and target audience
- Content
- Design requirements
- Distribution

Goals and target audience

Identify some immediate goals for this project.

Describe three long-term goals for this project.

Use a few adjectives to describe how you want the target audience to perceive this project. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.) What are your expectations for the target audience, for instance what would you like them to do after seeing this project?

Worksheet

What is the single most important point you wish to convey in this project?

Describe the this project. What is the purpose? Why do you want to do it?

Describe the primary audience for this project. Is there key information you want them to take away from this project?

What is the age range of your target audience?

What is the reading level of your target audience?

Does your target audience have special requirements or disabilities?

Describe the most common use of the product by your target audience.

Is there any competition to this project. Who else is doing something similar?

Other questions for the client.

Design requirements

Should certain organization colors, fonts, graphics, or logos be included in the design? Describe these. Can you provide them?

Are there any colors or fonts you don't want used?

What are some similar projects that you like? Describe the *design elements* you like about each, such as colors, layout, fonts, and other design elements.

Other questions for the client.

Distribution

How do you intend to distribute this project? Print, online, video, a combination?

If the project is printed, will you mail the printed piece? Publish it in a newspaper or magazine? If so, where? Are there size requirements?

If you will have a web version, what browsers should be supported? What platforms should be supported? What devices should be supported? If there is video, what formats should be supported?

If you will distribute it as a video, what resolution and format does your video require? Describe any other requirements for the video component.

If you have a version for inclusion in a video, what resolution does your video require? Describe any other requirements for the video component.
