



Creative Services to **GROW** your Business

# PROJECT KICKSTARTER

Get your business project up and running with our expert help



# FIRST OF ALL LET ME SAY

## Thanks for considering us for your project!

Second of all, go make yourself a cup of coffee, have a read through this project questionnaire (or kickstarter as we like to call it) and fill it out as best you can.

We all know communication is key to the success of any endeavour, so we've put together this handy little worksheet to help you capture your vision for the project. It may be a few pages, but asks some very important questions that will give us a feel for who you are what exactly it is you're hoping to achieve. Of course, the more thoughtful and detailed answers you can provide, the better we'll be able to respond. Oh and feel free to skip any sections or questions that aren't relevant to your particular project. Thanks...

Once you're done be sure to save it and email on to **info@oxygengraphics.co.uk**. We'll then determine the most appropriate solution and get in touch.



By the way, this interactive PDF document requires Adobe Acrobat 5+ for it to work. You can grab the latest version [here](#) for **FREE**.



# A BIT ABOUT YOU

**YOUR NAME**

**BUSINESS NAME**

**A CONTACT PHONE NUMBER**

**YOUR EMAIL ADDRESS**

**YOUR WEBSITE ADDRESS**

**TELL US A LITTLE ABOUT YOUR BUSINESS/COMPANY/IDEA...**

**WHICH SERVICES ARE YOU INTERESTED IN?**

☐ Branding & Identity (logo, stationery etc.)

☐ Print / Graphic Design

☐ Website Design / Online Media

**MAY I ASK HOW YOU FOUND OXYGEN?**

☐ Referred by Friend / Colleague

☐ Via Search Engine (google, yahoo etc)

☐ Social Media (twitter, facebook etc)

☐ Other

**ARE YOU SEEKING HELP WITH A NEW OR EXISTING PROJECT?**

☐ New ☐ Existing

**WILL YOU BE THE FINAL DECISION MAKER?**

☐ Yes ☐ No

**IS THERE A DEADLINE WE NEED TO WORK TO?**

**PLEASE GIVE AN INDICATION OF YOUR BUDGET**

While disclosing your budget may not be something you typically do, sharing this information will help me scope the project and prevent a great deal of wasted time, should the budget not be realistic with the project requirements.



## BRANDING / IDENTITY DESIGN

### WHICH DESIGN SERVICES WILL YOU REQUIRE FOR YOUR PROJECT?

- |                                      |  |                                     |  |
|--------------------------------------|--|-------------------------------------|--|
| <input type="checkbox"/> Logo Design | <input type="checkbox"/> Business Card | <input type="checkbox"/> Letterhead | <input type="checkbox"/> Compliment slip |
| <input type="checkbox"/> Brochure    | <input type="checkbox"/> Catalogue     | <input type="checkbox"/> Report     | <input type="checkbox"/> Other           |

If other, please specify:

### COULD YOU EXPLAIN A LITTLE MORE ABOUT YOUR PROJECT...WHAT WOULD YOU LIKE YOUR NEW BRAND TO ACCOMPLISH? (e.g. Upgrade a dated image, highlight a new product/service etc.)

### WHAT PRIMARY MESSAGE WOULD YOU LIKE TO CONVEY TO CLIENTS?

### IS THERE A UNIQUE STORY BEHIND YOUR BUSINESS OR BUSINESS NAME?

## WHO IS YOUR PRIMARY TARGET MARKET? WHO WOULD YOU LIKE TO TARGET?

This could be based on demographics such as age, race, gender, education, social/economic factors, income, location etc.

## WHO'S YOUR COMPETITION AND WHAT SETS YOU APART? Have you any competitive advantages?

## WHAT PROBLEM DOES YOUR BUSINESS, SERVICES OR PRODUCT SOLVE FOR CUSTOMERS?

## IF YOU HAVE AN EXISTING BRAND/IDENTITY, WHY ISN'T IT WORKING FOR YOU?

## ARE THERE ANY SPECIFIC ELEMENTS YOU'D LIKE TO INCORPORATE? Icon, symbol, illustration etc.

**USING 5 WORDS OR ADJECTIVES, DESCRIBE WHAT IMPRESSION YOU WISH YOUR BRAND TO EVOKE...**

e.g. Caring, honesty, friendliness, humour, professionalism, intelligence, sophistication, reliability and loyalty etc.

**USING 5 ADJECTIVES OR SHORT PHRASES, DESCRIBE YOUR BRAND'S DESIRED LOOK AND FEEL...**

e.g. Traditional, vintage, classic, edgy, funky, fun, colourful, creative, corporate etc.

**PLEASE LIST & PROVIDE LINKS TO ATLEAST 3 LOGOS/BRANDS WHICH YOU'VE SEEN LATELY THAT YOU FELT WERE STRONG OR GRABBED YOUR ATTENTION. EXPLAIN WHY...**

**PLEASE LIST & PROVIDE LINKS TO ATLEAST 3 LOGOS/BRANDS WHICH YOU DISLIKED OR FELT WERE WEAK. EXPLAIN WHY THIS WAS THE CASE...**



# PRINT / GRAPHIC DESIGN

## WHICH DESIGN SERVICES WILL YOU REQUIRE FOR YOUR PROJECT?

- |   |   |  |                                  |
|---|---|--|----------------------------------|
| <input type="checkbox"/> Poster             | <input type="checkbox"/> Flyer / Leaflet    | <input type="checkbox"/> Advertisement | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Exhibition/Display | <input type="checkbox"/> T-Shirt / Clothing | <input type="checkbox"/> Packaging     | <input type="checkbox"/> Other   |

If other, please specify:

## COULD YOU DESCRIBE IN MORE DETAIL WHAT THE PURPOSE/GOAL IS AND WHAT IT IS YOU WISH TO CONVEY WITH THIS MARKETING MATERIAL? e.g. promote a service, product or even event.

## WHO ARE YOU PRIMARILY TRYING TO TARGET?

## ARE THERE ANY TECHNICAL CONSIDERATIONS TO BE AWARE OF? e.g. size/dimensions, colour, material etc.



# WEB DESIGN

## WHICH DESIGN SERVICE WILL YOU REQUIRE FOR YOUR PROJECT?

- ☐ Brochure Site (regular informational based site) ☐ Listings (e.g. Daft, ie)
- ☐ Email Design ☐ E-Commerce Site ☐ Social Media
- ☐ Content Management System (ability to edit, update & maintain the site itself)

If other, please specify:

## ARE YOU LOOKING FOR A NEW WEBSITE, OR NEED YOUR EXISTING SITE RE-DESIGNED?

- ☐ New ☐ Re-Design

If a re-design, what's your web address?

## RE-DESIGN

### WHAT ARE THE MAIN REASONS FOR RE-DESIGNING YOUR WEBSITE?

e.g. new business model, outdated site, target a new audience, make it more user-friendly, promote a new service etc.

### WHAT IS THE MAIN ISSUE YOU ARE HOPING TO SOLVE?



# NEW DESIGN

## IF A NEW WEBSITE IS REQUIRED, WHAT IS THE PURPOSE? WHAT IS THE PRIMARY GOAL?

e.g. provide information on services, sell products, encourage users to sign up for an event/newsletter/mailling list etc.

## WHAT IS THE MAIN PROBLEM YOU ARE HOPING TO SOLVE?

## IN ORDER OF IMPORTANCE, EXPLAIN THE PRIMARY BUSINESS OBJECTIVES OF THIS SITE...

e.g. increase sales, brand awareness, reduce time searching, fewer customer service calls, promote product/service etc.

## WHAT IS THE DESIRED ACTION A SITE VISITOR SHOULD TAKE WHEN VISITING YOUR SITE?

e.g. make a purchase, register for an account, subscribe to a list/newsletter, make a donation, complete a contact form, call etc.

**DESCRIBE WHO YOU THINK WOULD BE A TYPICAL VISITOR TO YOUR SITE...**

This could be based on demographics such as age, gender, occupation, income level, location, interests etc.

**TELL ME A BIT ABOUT YOUR COMPETITION...WHO ARE THE RUNNERS & RIDERS IN YOUR FIELD/INDUSTRY?**

Perhaps you could comment on their strengths/weaknesses in relation to your business.

**WHAT IS IT ABOUT YOU, YOUR BUSINESS OR BACKGROUND THAT SETS YOU APART FROM YOUR COMPETITION?** Why should potential customers choose your company to do business with?

**WHAT PROBLEMS DO YOUR PROSPECTS HAVE THAT YOUR PRODUCT OR SERVICE SOLVES?**

**FOR USERS VISITING YOUR SITE FOR THE FIRST TIME, HOW WOULD YOU LIKE IT TO BE PERCEIVED?**

e.g. friendly, fun, innovative, established, corporate etc. Will this differ from your current image/perception?

**USING 5 ADJECTIVES OR SHORT PHRASES, DESCRIBE YOUR BRAND'S DESIRED LOOK AND FEEL...**

e.g. traditional, vintage, classic, edgy, funky, fun, colourful, hi-tech, creative, corporate etc.

**PLEASE LIST & PROVIDE LINKS TO ATLEAST 5 WEBSITES WHICH YOU'VE SEEN LATELY THAT YOU FOUND COMPELLING. WHAT DO YOU LIKE ABOUT THEM? EXPLAIN WHY...**

**DO YOU HAVE AN ESTIMATED NUMBER OF PAGES FOR YOUR WEBSITE? WHAT ARE THEY?**

**DO YOU ALREADY HAVE A DOMAIN NAME & HOSTING ACCOUNT?** e.g. [www.businessname.com](http://www.businessname.com)

**HOW OFTEN/REGULARLY DO YOU BELIEVE THE SITE CONTENT WILL NEED TO BE UPDATED?**

**WHERE WILL THE WEBSITE CONTENT (TEXT/IMAGES) COME FROM? IS IT READY FOR USE?**

Should you not have any appropriate images for use on your site, these can be purchased by Oxygen from a stock resource

**IS THERE ANY PARTICULAR FEATURE/FUNCTIONALITY YOU WOULD LIKE TO BE BUILT INTO YOUR WEBSITE?**

e.g. blog, forum, video/audio, image gallery, search functionality, social media integration etc.

# THAT'S IT THANKS

If there is anything else you feel would be useful to know, then contact the design team at Oxygen Graphics. If not, then congratulations - you're done!  
Now all you have left to do is to save and email this document to:

**[info@oxygengraphics.co.uk](mailto:info@oxygengraphics.co.uk)**

We'll get back to you as soon as we can. Promise!



Creative Services to **GROW** your Business

**DESIGN PRINT WEB**

33 Albert Street, Rugby  
Warwickshire, CV21 2SQ

**t:** 01788 561991  
**e:** [info@oxygengraphics.co.uk](mailto:info@oxygengraphics.co.uk)  
**[www.oxygengraphics.co.uk](http://www.oxygengraphics.co.uk)**

Find us on...     