This questionnaire is geared towards helping you create the perfect brand for your business.

A good brand communicates a clear message about what it stands for and how it differs from competitors.

Successful branding is crucial to gaining customers – if you can’t show or tell them clearly why they should pick you over someone else, they won’t. It’s as simple as that.

Simply fill out this questionnaire, making sure your answers are clear, honest, and concise.

Please complete in full; any questions that do not apply please mark with a reason. If you have an existing logo or idea please supply in a vector format so that we can work on a rebrand or make web-safe to use in our designs.

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| **WHO ARE YOU?**  This section helps you build a clear picture of the key features of your business, your personality and your future aspirations which will give customers something to connect with. | |
| What is the history of your company? | Founded in 2018 the company comes from a technology Background within the Finance sector and used the principles learnt in this industry (Machine Learning and AI within Business) and have applied it to this product. Establishments do not time to market their business and Reviews Often do not match the dining experience this aims to solve both of these problems. |
| What is the single most important thing your company does or promises? | Technology as a differentiating factor to lead to competitive edge for your restaurant. |
| What makes you unique and different from your competitors? | Technology as a differentiating factor, ability to scale up and down quickly dependant on demand, (payment systems for restaurants – supports non card support for restaurants , easy onboarding for restaurants, support for telephone orders. |
| What is your 5-year vision for your company? | Share of UK takeway and possibly delivery market. Capture existing telephone orders into customers coming through platform. Initial focus on london |
| Is there an important object, icon or person you identify with? | Netflix, Amazon,Hotel.com |
| List adjectives (briefly) that describe your company. | Innovative, Leading Edge, crowd pleaser, reliability, satisfied, delighted, convenience, selection, value. |
| Describe your business / product / solution in a few sentences | An AI-powered Netflix and Amazon Style personalised recommendation system for restaurants and consumers. |
| Please supply any existing documentation / brochures / flyers / guidelines | None at moment |
| Do you use social media / blog? (what accounts to you have?) | Only Personal Linkedin account: <https://www.linkedin.com/in/feroz-mansoor-142175b/> |

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| **WHO ARE THEY?**  This section aims to get an idea of who your customers are and what values they hold, so we can make sure your brand appeals to them. | |
| What are your target markets? (include customers/ users but also businesses) | Restaurants across London, customers of all age groups who order food – primarily 24-45 age group. |
| What are their values? (if you have more than one target market, then provide values for each separately) | Time pressured,busy lives & jobs, enjoy convenience. |
| Who are your target audience? (age, industry, income, digital usage) | Restaurants across London, customers of all age groups who order food – primarily 24-45 age group. High levels of digital literacy, all income bands and industries. |

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| **YOUR IDENTITY**  This section aims to get an idea of how you want customers to think about you and your business. Think about your target market and their values when answering these questions. | |
| Choose the word which most closely resembles how people should view your brand:  Fun  Exciting  Trustworthy  Ethical  Relaxing  Reliable/ Quality  Innovative  Cool/ Stylish  Premium/ Expensive | Innovative |
| How do you want your customers feel about your products and services? (Use up to 5 words) | Confidence, Easy, Quick, convenient, innovative. |
| Why should your customers care about your business? | Experience, taste , assist in charitable causes. |
| What tone of voice do you think your target market respond best to? | Relaxed, making things easy, seamless, calm + neutral tone. |
| What should your strapline convey/ get across to potential customers? | “What would you like to eat next ?” “Eating just made easy” |

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| **YOUR VISUAL IDENTITY**  This section is about translating the identity section into a visual identity. So if, for example, you chose ‘fun’ in the identity section, then think about what objects/ fonts/ colours might make your customers think of you as fun. | |
| Are there any colours you think would be particularly effective for your brand? | White, Green, Orange |
| Why do you think these colours would be effective? | Need to go with different flavours of food – colours should indicate choice and variety. |
| Are there any fonts you think would be particularly effective for your brand? | None at present – Open to suggestion |
| Why do you think these fonts would be effective? | None at present – Open to suggestion |
| What are the key things your logo should communicate/ make people think of? | Confidence, Easy, Quick, convenient, innovative. |
| Are there any particular features of a logo that would help to do this? (icons, objects etc.) | Something to indicate speed, elegance, innovation. |

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| **DESIGN**  Here’s your chance to add some design input. | |
| Please name any websites or apps that you LIKE visually and functionally and explain why (up to 5) | Netflix, TryCaviar.com,Hotel.com,Amazon Fluid, smooth sites, recommendations for products that would not previously have discovered. |
| Please name any websites or apps that you DO NOT LIKE visually and functionally and explain why (up to 5) | Just Eat – lists of items, aspects of uber where items are just listed. Inability to see what you are purchasing – Like to see pictures. |
| Do you have an ideal website / app that you wish for us to follow / use for inspiration? If so please detail | Netflix, TryCaviar, hotel.com conversion of potential customers into full paying customers, payment options to customers, booking options to customers (internet or phone) |
| Please include some features that you feel are key for your homepage / app as appropriate (layout, content, functions) | Website should flow, ability to swipe\scroll through like Netflix. tryCaviar is a very good model example of sites with colours, flows, features, blogs etc. High Def pictures, exclusive, trending now, personalised recommendations. |
| Please advise any further functions that you feel are important for the rest of your system (contact form, live chat, promotions, adverts etc) | Promotions, ability to pay by cash or card for some establishments, portal for establishments to access system. Working recommendation system. Ability for establishments to tweak the menu quickly to advise if items are unavailable. |

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| **EXTRAS**  Here’s your chance to add anything else that you think will help us get across who you are and what you want to be. | |
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