SUPERH!

Intro to UX Design

Client Questionnaire

Let's begin!

These are some example questions to give your client, to help you get to know the company or product you are working with. You can adapt it to your needs; add questions or leave out ones you don't need. Give your client enough time to answer thoughtfully, and then review together before moving forward.

There may not be answers to these questions yet, and that's okay. These questions are meant to get the conversation started between the project stakeholders, team and designers. By the end of the process, everyone should be on the same page with the answers to these questions.

Sections

Getting to know you and your company

Competitor Analysis

Branding

UX/Site Design

What is your company's
name, and what industry is
it in?

What is it's primary goal?

What is the problem you're trying
to solve?

In one sentence, how
would you describe your
company/product?

Who is the target audience?

(gender, age, location, industry,
income bracket, lifestyle, needs,
pain points)

How does your company
solve the needs or pain
points of your users?

Who are your competitors (in whole or part, direct or indirect?)

What value do you think others find in using these websites/services?

How is your product different from these competitors?

What are the key features do you believe best differentiate your product from its competition?

What is the one reason, above all others, people would choose you over other companies?

What is the most important thing your product has to accomplish in order to win repeat visits?

List 1-2 brands whose identity you are drawn to, and explain why.

(colors, brand, tone, personality, logo, imagery, iconography)

List 1-2 websites or apps you like the look and feel of, and explain why.

Top three personality traits of your brand?

Just like people, brands have personality traits. Use words that could be used to describe a person. Note: these are not the personality traits of your users.

How did you come up with your current name? What's the story behind it?

What is the primary user goal of the site?

What are the primary business goals of the site?

List the pages/features you think your website or app will need.

List a website or app you have a positive experience using, and explain why.

List a website or app you have a negative experience using, and explain why.