
Project Questionnaire

Please fill in this questionnaire before our first meeting and send it back to us with any files (logo, brand guidelines, references). Answer only the service sections you need. Fields marked * are required.

01 · About you

So we know who we are talking to.

Company / Brand Name *

Your Full Name *

Your Role

For example: founder, marketing manager

Email *

The main contact for this project

Phone

Website and Social Media Links

02 · Your brand & product

What you do, and what makes you different.

Describe Your Business and Why It Exists, in 2-3 Sentences. *

What Do You Offer? List Your Main Products or Services. *

What Makes You Stand Out? *

Your unique selling points: what you offer that competitors don't, or do better. Up to three is fine.

Documents About Your Business or Brand

For example a company profile, product catalog, brand guidelines or logo files. PDF, AI, SVG, PNG, JPG or ZIP, up to 20 MB per file.

Attach the files when you send this form back.

03 · Your audience & market

Who you serve, and who you compete with.

Who Is Your Ideal Customer? *

Age, location, job, interests

Two or Three Competitors, with Links

Brands You Admire, from Any Industry, and Why

Add their website links if you can.

04 · Your project

What you need, and by when.

Which Services Do You Need? *

We'll ask a few short questions for each one you pick.

- ☐ Brand Identity ☐ Web and App ☐ Social Content ☐ SEO ☐ Motion Graphics
☐ Photography ☐ Film Commercial ☐ Not sure yet

What Is the Main Goal of This Project? *

Deadline

-
- ☐ Fixed ☐ Flexible

Anything Else We Should Know?

05 · Service details

Service sections: answer only the ones you need.

Brand Identity

What Do You Need? *

- ☐ New logo ☐ Logo refresh ☐ Full brand identity ☐ Brand guidelines ☐ Print materials

Do You Already Have a Logo?

- ☐ Yes, keep it ☐ Yes, but open to change ☐ No

Which Languages Must Your Brand Work In?

- ☐ English ☐ Persian ☐ Both ☐ Other

Web and App

What Do You Need? *

- ☐ UI/UX Design only (Figma) ☐ UI/UX Design + Development (WordPress + Elementor / Custom CMS)
☐ Not sure

Is This a New Project or a Redesign? *

- ☐ New project ☐ Redesign of existing site (Redesign from scratch / Improve the current design)

Link to Your Current Site

Website or App?

- ☐ Website ☐ Web app ☐ Mobile app ☐ Not sure

What Is the Main Action Visitors Should Take? *

- ☐ Contact ☐ Buy ☐ Book ☐ Sign up ☐ Other

Which Pages or Screens Do You Need?

Features Needed

- ☐ Online shop ☐ Booking ☐ Multilingual ☐ Blog ☐ Forms ☐ Membership
☐ Animation or 3D ☐ Other

2-3 Websites You Like, and Why

Is Your Content (Text, Photos) Ready?

- ☐ Yes ☐ Partly ☐ No, we need help

Do You Own a Domain and Hosting?

☐ Yes ☐ No ☐ Not sure

Do You Need Maintenance After Launch?

☐ Yes ☐ No ☐ Not sure

Social Content

Platforms *

☐ Instagram ☐ LinkedIn ☐ TikTok ☐ Facebook ☐ YouTube ☐ Other

Mainly Images, Videos, or Both?

☐ Images ☐ Videos ☐ Both

Ongoing or One-Off?

☐ Monthly ☐ One campaign ☐ Not sure

An Account Whose Style You Like

SEO

Website URL *

What Do You Want to Be Found For? *

Keywords, phrases

Target Area

☐ Local ☐ National ☐ International

Details (City, Country or Region)

Have You Done SEO Before?

☐ Yes ☐ No

Only if yes.

What Was Done, and with Whom?

Access to Google Search Console and Analytics?

☐ Yes ☐ No ☐ Not sure

Do You Need Blog or Content Writing?

☐ Yes ☐ No ☐ Not sure

Motion Graphics

What Do You Need? *

☐ Logo animation ☐ Explainer video ☐ Social media animation ☐ Ad ☐ Other

Length of the Video(s)

Where Will It Be Used?

☐ Website ☐ Social media ☐ Ads ☐ Presentation ☐ TV

Reference Videos You Like

Photography

What Do You Need Photographed? *

☐ Products ☐ People ☐ Team ☐ Location ☐ Event ☐ Food

Approximate Number of Final Photos

Where Should We Shoot?

☐ Studio ☐ On location ☐ Not sure

Address

Where Will the Photos Be Used?

☐ Website ☐ Social media ☐ Ads ☐ Print

Reference Photos or Mood

Paste a link, upload files, or both.

Attach the files when you send this form back.

Film Commercial

What Is the Film For? *

☐ Brand film ☐ Product ad ☐ Social ad ☐ TV ☐ Other

Where Will It Be Shown?

☐ Social media ☐ Website ☐ TV ☐ Cinema ☐ Events

Length

☐ 15s ☐ 30s ☐ 60s ☐ Longer

Do You Have an Idea or Script?

☐ Yes ☐ Rough idea ☐ Need help

Reference Films You Like
