



Client Discovery Questionnaire – Let's Get This Right

This form helps us get a proper feel for your business, brand and goals — so we can understand whether we're the right fit. The more detail you can give, the better.

About You & Your Business

1. Your Name & Business Name

Who are you and what's the name of your business?

2. What do you do?

Explain it like you would to a potential customer. What do you offer, who's it for, and where are you based?

3. What makes you different?

Tell us what sets you apart from others doing similar things. Don't worry if it's not groundbreaking – we're looking for your genuine point of difference.

4. What services or products are you focusing on right now?

Are there any you want to push or prioritise? Anything you're phasing out?

5. How would you describe your tone of voice?

Are you formal and polished? Friendly and down to earth? Bit cheeky? Let us know what fits your brand.

6. **On a scale of 1 to 10, where 10 is 'Very expensive' and 1 is 'Very cheap', where do you see your products and services?**
7. **On a scale of 1 to 10, where 10 is 'Very modern' and 1 is 'Very traditional', where do you see your products and services?**
8. **If you could get one sentence across, what would it be?**
9. **How are your products and services currently purchased?**
(e.g. retail outlet, online store, Instagram DMs, referrals, etc.)
10. **What marketing techniques do you currently use to attract clients/customers?**
(e.g. print ads, social media, Google PPC, word of mouth, etc.)
11. **Do you have a budget or range in mind?**
Just a ballpark figure is fine – it helps us figure out what's realistic.
12. **Are there any websites you really like?**
What stands out – layout, colours, functionality, tone?
13. **Are there any you really don't like?**
And why? The more detail, the better.

OK, Let's Learn About Your Target Audience

1. **What gender are you aiming at?** (e.g. Male / Female / All / Prefer not to say)
2. **Age groups?** (18–24, 25–34, 35–44, 45–64, 65+)

3. **Employment status?** (e.g. unemployed, self-employed, managing director, etc.)
4. **Any geographic focus?** (e.g. UK-only, regional, international)
5. **Cultural or ethnic focus?** (e.g. Primarily aimed at South Asian women, etc.)
6. **Are there particular hobbies, values or lifestyle traits to consider?** (e.g. fitness lovers, eco-conscious, bikers, etc.)
7. **Do we need to consider any disabilities or access needs?** (e.g. screen reader-friendly, simplified navigation, etc.)
8. **Are there any preconceptions or myths about what you offer that we should address?** (e.g. 'only for older people', 'too expensive', etc.)

Now Tell Us About Your Competition

1. **Who are your top three competitors?**

Competitor 1

- a. Name:
- b. Website:
- c. On a scale of 1 to 10, where 10 is 'Much more than us' and 1 is 'Nowhere near us' – how influential/competitive are they in your industry?

Competitor 2

- a. Name:
- b. Website:
- c. On a scale of 1 to 10, where 10 is 'Much more than us' and 1 is 'Nowhere near us' – how influential/competitive are they in your industry?

Competitor 3

- a. Name:
- b. Website:
- c. On a scale of 1 to 10, where 10 is 'Much more than us' and 1 is 'Nowhere near us' – how influential/competitive are they in your industry?

2. Why do people choose you over your competitors?

What are the key reasons – price, quality, service, values?

Once you've filled this out, send it over to hello@hiawebdesign.co.uk and we'll review it carefully. If anything needs a second look, we'll be in touch. And if you're not sure about any bits, just leave them blank – we can always talk it through later.

Ginny

HIA Web Design