

Pytania do odkrywania wartości projektu dla klienta

Ten framework pomaga prowadzić klientów przez cztery kluczowe obszary odkrywania wartości podczas wstępnych konsultacji projektowych. Jest zaprojektowany do odkrywania prawdziwego wpływu biznesowego i strategicznego znaczenia projektów designu.

Pytania są otwarte.

A. Zrozumienie motywacji do zmiany

A.1 Jaki jest główny impuls do działania/zmiany? Jakie są inne impulsy?

A.2 Dlaczego uważasz, że potrzebujesz zmiany?

A.3 Skąd pochodziły sygnały, że warto się zmienić?

A.4 Do you have any evidence confirming that it's worth changing? (e.g., business metrics or research)

A.5 What are the main challenges with your current visual identity/design?

A.6 How do they manifest and how do they hinder you?

A.7 Which people or processes are most affected by this problem?

A.8 Do you have knowledge of how this problem affects important business metrics?

B. Opportunity-Driven Motivations

B.1 Could you describe the opportunity you're hoping to capture with this project?

B.2 What is the main impulse for action? What are the other impulses?

B.3 What market signals indicate this is the right time to act?

B.4 What evidence confirms that it's worth acting?

B.5 How would you describe your current market position and competitive landscape?

B.6 Where do you envision positioning your brand in this market?

C. Understanding Business Context

C.1 How long has the current image been functioning?

C.2 Why is now a good time for change?

C.3 What held you back before and what has changed that makes you want to act now?

C.4 What was the decision-making process for change and who was involved?

C.5 How important is your company/brand image in customer decision-making in this industry?

C.6 How much do your audiences pay attention to your image and how you look from a visual and communication perspective?

C.7 How does this project fit into the company/brand strategy, its goals, and other activities?

C.8 Is this project part of a larger initiative or strategic change in the company?

C.9 How important is this project from a business, marketing, and image perspective?

D. Project Goals discovery nad right solution impact

D.1 Please try to describe the place or new reality you're aiming for.

D.2 In which areas will it be visible that what we've done works?

D.3 What will be the benefits in image, marketing, and business areas?

D.4 What will you be able to do more or better thanks to the right solution?

D.5 What new things will you be able to do?

D.6 What will be the effects? Is this the main goal?

D.7 In what timeframe do you want to achieve these results?

D.8 Do you have a planned timeline?

E. Understanding challenges

E.1 What do you see as the biggest challenges on the path to this new and better reality?

E.2 In which areas do you see risks?

E.3 What causes the most concerns in the project?

E.4 What causes the most concerns about working with us?