

# PRODUCT DESIGN QUESTIONNAIRE

## UNIFORM DESIGN



When meeting with a client for the first time, it is important to understand the criteria for the collection. Key aspects to be considered include the target market, price point, main competitors, branding strategies, launch date, and future product line plans. The following questions will provide our designers with necessary information to help you develop a strong product line.

1. Company Name
2. Location (this can play a big role in choosing appropriate fabric – consider the climate your employees will encounter while working):
3. How many uniforms will be needed?
  - a. Women:
    - i. Number needed:
    - ii. Items needed:
    - iii. Colors & Fabric:
    - iv. Sizes:
  - b. Men:
    - i. Number of uniforms needed:
    - ii. Items needed:
    - iii. Colors & Fabric:
    - iv. Sizes:
4. How many uniform pieces per employee?
5. How many uniform style options per employee?
6. Fabric Preference – Are there any fabric requirements, restrictions, or guidelines for your company?
7. Company Logo – Are there any corporate requirements, restrictions, or guidelines for logo placement on uniforms? Do you currently have an official company logo? If not, would you be interested in having our design team create logo options?
8. How would you describe the overall image and style of your ideal uniform?
9. What are the key aspects of your brand and company? What do you want customers to feel when interacting with employees wearing company uniforms?
10. Who are your main competitors:
11. How has the company image evolved over the past 5 years? 10 years?
12. What are the future goals for your company (attracting a new target market, developing a new product, adding a new service, etc.):
13. Do current fashion trends interest you in regards to your company uniforms? (colors, trendy prints, etc.)
14. How would you like your customer to describe your company and its image?
15. Please provide any other important information that will help with the design process:

### Previous and/or Current Uniform Information

1. Description of current uniform:
2. When was the last uniform order received:
3. Was the last delivery on time?
4. When is the next order due?
5. Where there any quality or fitting issues with the uniforms?
6. How was the short order & re-order process managed?
7. What is your budget per employee?
8. How many uniform pieces per employee?