



AUTHENTIC DESIGN QUESTIONNAIRE

MAKE YOUR MISSION VISIBLE

If you want to create a new design product (logo, website, flyer ...), it is important that it corresponds to your personality and your mission and thus best supports you. In this way, the right clients will come to you, who feel inspired by your nature and who suit you. The potential clients should be able to understand and feel you in the website / flyer - through texts, images, design, structure and through the overall atmosphere.

I developed this questionnaire to work with you as a designer and coach for Your Authentic Design. In my design work I would like to adopt your personality and the way you make impact, so that I can create a visual form, a design, that really reflects your uniqueness and in your mission.

You can also use the questionnaire for your inner research and to get clarity about your mission. I wish you a lot of fun and lots of good insights!

ABOUT YOUR WORK

1. What is the essential in your work? Write a few sentences here about what you do and what you would name as the essence. The essence could be anything that sounds right for you - including how you grow personally through your work or what you want to give to your clients and into the world.
2. What is particularly important to you in your work?
3. Which aspect in your work brings you the most joy? Where is your passion in work?
4. What is very special about your work, what you do particularly well or in a special way? What is your special talent? Maybe you connect different worlds or talents, or your path is unique or...
5. What do you want to achieve with your work? What drives you, what motivates you?



6. What is the current situation in your work and what is the next step? Why did you decide to (re)do the design right now? Which new level of work or of your being would like to show itself now, come to light, „be born“? What is the personal challenge that arises in this process?
7. Which people come to you? What are they looking for? What do you give your customers or clients, what kind of support? Are you satisfied with your role or do you want to change or expand it? Who are your „desired customers“?
8. How do you want to be seen? What kind of reputation would you like to have?

ABOUT THE DESIGN

1. The essence of your work: what does it look like in front of the „inner eye“? When you work, especially in the moments when it flows beautifully and fulfills you, which qualities do you associate with it - e.g. colors, elements (fire, earth, air, water), symbols, feelings ... You can simply name terms here, for example „The essence of my work feels warm, dark, red, earthy, like flame, gives my customers support, moves slowly ... or flows like water, light, transparent, air, flexible, simple, zen, round .. etc.“ You are welcome to describe in more detail how you feel when you are working and how the energy feels in and around you.
2. Which colors suit you and would you support your work?
3. Which design style do you like - e.g. modern, clear, systematic, classic, artistic, playful, soft, chaotic, puzzling ...? Describe how your website / flyer should look like. Feel free to make a list of websites that you find beautiful.
4. How should the people feel when they look at your website / flyer? (This could be, for example: they feel inspired, touched, safe, feel trust, want to move and open up, new horizons, etc.)