

Design Assessment Survey

The le ray DESIGN Assessment process:

The Design Assessment Survey helps our clients to collect their thoughts to identify personal preferences and challenges. This helps determine the visual elements and solutions that will resonate with our client's goals and ensures that we have the pertinent details to move ahead.

When you complete this survey, you'll schedule a 30 minute telephone review with your **le ray** designer.

The Survey:

- ✚ The first and most intensive part of the Design Assessment examines your image, customers, brand, differentiators and much more. Take sufficient time to give this section the thought it requires.

An important part of this process is factoring in your personal style – this keeps your identity from being sterile. It also means that your customers engage with a personality from the second they enter your space.

- ✚ The second portion of the assessment gets into your need and space logistics.
- ✚ The final section lists details needed for implementation, issues, budget, material preferences, time frame etc.

The Assessment:

When you complete the Design Assessment Survey, we will schedule a systematic site review. This sees our **le ray** designer make a comprehensive evaluation of your space, and how people work in it.

To be effective in aligning brand and productivity, we need to see how your staff and visitors respond to the space and style elements.

- ⇒ We strongly recommend that this session is scheduled on a regular working day, but that you advise your staff that they will need to interact with our **le ray** designer to help determine their perceptions of the space, their interaction with peers, and their flow of work within the space.

This onsite portion is usually 2-4 hours in duration.

The Outcome:

Within 48 hours of the assessment, your **le ray** designer will provide you with:

- ✚ a comprehensive recommendation for the most effective and engaging use of the total space
- ✚ Proposed solutions to any problems discovered
- ✚ Sketches, assessment notes and recommendations for implementation
- ✚ Identification of recommended products, finishes, furnishings, colour scheme and material.

Your **le ray** designer would be pleased to schedule further time with you to identify any of our a la carte services to research, develop working drawings, or meet with your trades people. As well, **le ray DESIGN** is available to fully manage design implementation.

Your Design Needs

1) Describe briefly the focus of your business services

2) How long have you been conducting this business and where do you want to be in five (5) years?

3) Do you have any existing visual identity elements which you may wish to consider keeping, or transforming? (e.g. color palette, artwork, etc.)

4) Describe your positioning in the market (e.g. upscale, service oriented, cost efficient, one-stop, subject matter expert)

5) What do you believe sets you apart from your competition?

6) What is your competitor's image? Give some examples of their visual identity. (If applicable) any web sites references etc.

7) What's your design dilemma?

8) What are the top 3 messages you hope to convey with a new visual identity?

9) What feedback have you had from your customers, staff & friends about your current design layout?

Your Preferences

- 1) Describe what you have in your mind as a representation of your visual identity.
 - a. Try a few phrases (soft & comfortable)
 - b. Images (grass & trees)
 - c. Colors (hot pink & crimson).

- 2) Just as important, describe what you absolutely want to avoid.
 - a. Try a few phrases
 - b. Images
 - c. Colors

Please sketch your space situation, with the name & position of main components:

Your Details

First Name: _____ Last Name: _____

Phone: _____ Mobile: _____

Email: _____

How did you hear about **le ray DESIGN**: _____

Your best means of communication phone mobile e-mail

