



## Why a Mockup Review Questionnaire?

We at Newveau are dedicated to providing personalized graphic solutions that reflect our clients' wishes. Therefore, we want to assure that the direction your design project is taking is the right one. The submitted design mockups are to help provide an idea of the proposed final design and can hopefully provide a reference to help you conceptualize and articulate the things you want to see once your project has finalized.

Your answers to the following review questions are very important because they allow us to put further focus on elements which are important to you. This is a forum for you to express your opinions, concerns, and ideas about the designs. Your critique will help us provide a product which is tailored to suit your needs.

We know how valuable your time is, so we have tried to keep the questions as direct as possible. However, we still would like to encourage you to take your time as you work your way through the questionnaire. It is important to us to try to understand what you desire as closely as possible. We recommend that you take a look over this questionnaire and spend some time during your day to think about the questions. Then take 15 to 30 minutes to try to convey your thoughts as clearly as you can.

Client Name:

If you were to try to explain your impression of the submitted design mockups in 5 words or less, what would they be?

Which mockup is closest to what you hope for from the final product?

\* This indicates your selection of the template which you feel we should be making changes to. The remainder of the questions are in reference to this particularly selected design.

### Navigation

Please note any navigation locations you feel should be added or modified:

Add horizontal Nav Bar at Top of Page, Remove Bottom Bar, Change Right Side Column to Left

Please note any navigation placement or sizing you feel needs alteration:

Lower the top bar even with the logo, The right column should be taller and thinner

Write any navigational links which need to be added or modified:

Add a "Home" link, Change "About Us" to "About", Remove "Locations" from right column

Please specify any other comments regarding navigation in the mockup:

### **Words**

Note any misspellings or grammar which needs to be corrected?

List any text fields which you feel need to moved:

Slogan should be at top, Try putting the address under the logo

Are there any fonts which do not seem to be working well for you?

Slogan font is too heavy, I don't like the header font, Can you italisize the phone number?

Please specify any other comments regarding text in the mockup:

### **Style & Theme**

Describe any differences of your idea of the requested themes styles:

It seems too regal, There is not enough vibrance, It seems more bare then minimalistic

Do you wish to replace any colors for another?

I think the pinks would look better in a darker color like navy

Do any of the specific colors not quite meet what you expect?

The browns seem too yellow, The green is too dark, The crimson looks more like maroon

Can you provide some examples of these colors?

Like the blue used for the background of <http://www.msn.com>

Should we change any of the visual approaches used?

The stripes in the background are too wide, It should be more metallic, Less rounded edges

Are there any particular elements which really match your desired style?

The way you have done the contact information is exactly what I am looking for

Should we reposition any graphic / image / photo locations?

The sales ad may be need to be moved to the bottom of the page

Please specify any other/additional types, comments, or clarifications for styles:

Please provide any graphics or images which you feel should replace any used in the design mockup.

### **Final Thoughts**

Is there anything that we forgot to include in the design mockups?

You placed the phone and address, but forgot the email address

Are there any notable problems or concerns you feel need to be addressed?

Please note any other issues you feel were not mentioned in this questionnaire: