Client interview: Passion project

Why am I doing this?

I decided to do an interview with the client to find out their expectations and goals. It is important to find out if my design aligns their values and in order to make that happen I need to do an interview.

"How can I design a website that communicates a Thai-inspired, peaceful brand identity while also offering a seamless and user-friendly experience for visitors?"

How am I doing this?

With the help of ChatGPT I came up with questions divided into three categories:

- Brand style & visual vibe
- Website goals & content
- Usability & user experience

These categories will help me find out what kind of experience the client want to give their customer and what they are looking for in a website.

What did I find out?

- The site and overall marketing should look zen, peaceful and calm.
- The brand style should emphasise on a traditional Thai aesthetic (lotus flowers, earthy and warm tones) with a modern twist.
- The website should be informational and functional (booking appointments and information about services).
- Visitors should easily find service info, feel the brand vibe, and book appointments without friction.

So?

Doing the client interview helped me find out that they not only care about just a pretty website, but also a user-friendly one for their customers. It gave me a better insight in how I need to structure the website (booking system, informational, Thai and authentic). It helped me define a clear direction for the design process.

Questions:

Brand style & Visual vibe:

- What kind of feeling or vibe do you want your website to give visitors?

- Would you like the design to reflect more of a traditional Thai atmosphere or a modern wellness spa – or a mix of both?

- What colours, patterns, or visual elements do you feel represents your business best?

Website goals & content:

- What do you want your website to help you with the most?

- What kind of information do you want to include on the website?

- Do you want customers to be able to book appointments directly on the website?

- Would you like the website in multiple languages, like Thai, Dutch and English?

Usability & User experience:

- Who are your main customers – and how do they usually find you?

- What do you want your visitors to do on the website?