



50 Questions to nail your Client Brief

How do you intend to use the space you want to redesign?

In your own words, How would you describe your personal style and intended style outcomes?

Are there any specific colours or colour palettes you'd like to incorporate?

How do you want the space to feel to guests when they first enter the room?

How do you envision the flow and layout of the space?

Are there any specific architectural features or elements you want to highlight or change?

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What are your storage needs and preferences?

How do you use lighting currently? downlights, lamps, have you got any ideas for the lighting in the space?

Are there any specific furniture pieces or decor items you'd like to include?



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What activities will take place in the room, and how many people will be using it regularly?

What are your thoughts on incorporating sustainable and eco-friendly materials?

Do you have any preferences for natural materials like wood, stone, or metal?

How important to you, is maximising natural light in the space?

Have you discussed your budget for the project? What are your general spend expectations?

What is your timeline for completing the interior design project? Kick off AND duration expectations.

Are there any specific cultural or artistic influences you'd like to see in the design?

Do you have any favourite interior design styles or a fave designer you follow?

How important is functionality versus aesthetics for you?

Do you have any pets or young children to consider in the design?



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Are there any specific design elements or objects with sentimental value that you'd like to incorporate?

How do you feel about open-concept versus more defined spaces?

Do you prefer a minimalist or a more decorative approach to design?

What are your thoughts on incorporating technology and smart home features?

Are there any specific challenges or issues with the current space that need to be addressed?

What are your thoughts around artwork what styles do you love and hate, abstract/photography etc

Are there any specific design styles or elements you want to avoid?

How do you feel about open shelving versus closed storage?

What are your thoughts on incorporating plants and greenery into the design? Real or fake?

How do you feel about patterns and textures in the design?



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Are you interested in incorporating custom-built furniture or pieces?

What are your thoughts on incorporating bold colors or sticking to a neutral palette?

How do you feel about mixing different design styles or sticking to a cohesive theme?

What are your thoughts on incorporating technology and smart home features?

Are there any specific design elements you'd like to see carried over from other areas of your home?

How important is acoustics in the space?

What emotions or feelings do you want the space to evoke?

Can you share 3 keywords you would use to describe the space after the end result?

Do you have any specific accessibility requirements?

Do you prefer an indoor-outdoor living concept?



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What colours are you naturally drawn to? What's in your wardrobe?

What pieces am I working with, anything we need to keep or all new?

What are the biggest challenges you're having with the project?

Have you seen anything (inspo) on Pinterest or Instagram you'd like to share with me?

What are your expectations regarding the final deliverables or outcomes? What does this need to include for you?

Do you have any preferences on materials example, linen versus velvet etc?

Are there any specific preferences for Window Treatments?

Let's talk flooring, what am I working with or what are we looking to select together?

Where did you first come into contact with my brand? I'd love to know how you found me?

How do you plan to use the home in the long term? Sell? Stay? Renovate again?



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