



Domus Design Studio

DOMUS • HOME FOR DESIGN • EST. 2026

● BRAND BRAINSTORM • WRITTEN EDITION

Tell us your idea like you'd tell your best friend.

Five short parts, about fifteen minutes. Speak as you would to a trusted friend. You don't have to answer anything you don't want to.

HOW IT WORKS

- 1 Fill it in on your computer with any PDF reader (Adobe Acrobat Reader, Preview, or your browser), or print it and write by hand.
- 2 Save the finished file, or scan or photograph the printed pages.
- 3 Email it back to us at vladi.desk@gmail.com.
- 4 We read every answer and reply within 24 hours.

Every question is optional. Leave anything blank and we'll take it from there.

YOUR DETAILS

Your name

Email

Business name

WhatsApp number

Pretend you're telling your best friend about your idea.

01 What's it called?

No name yet, or still deciding? Tap “Draft options for me” and Zippy will suggest two or three.

☐ Draft options for me (free)

02 What kind of business is it?

This picks the photos we show you later.

☐ Food and drink

☐ Home, interiors or real estate

☐ Tech or an app

☐ Health and care

☐ Something else — tell us your industry

☐ Beauty and wellness

☐ A shop or online store

☐ Professional services or trades

☐ Creative, events or entertainment

☐ Let Zippy choose

Your industry

03 So, what are you making?

Don't polish it. Tell it like you would to a friend, with the details you're proud of.

04 **Who's it for? Picture one person who'd love it.**

Their age, their day, what they worry about, and what they're thinking the moment they find you.

05 **What made you start this?**

Only if you'd like to share. The real reason, not the elevator pitch.

06 **One year from now, what does a successful business look like?**

Describe it as if it has already happened: the numbers, the recognition, the moments you're proudest of.



Now imagine your website or app is a book.

07 The last chapter: someone just finished. What happened, and how do they feel?

Start here. Describe the very last moment, like a scene in a movie.

08 Your headline: the first line visitors read.

It's the one short sentence at the very top of your homepage, the first thing anyone sees when they arrive. Not sure yet? Tap "Draft options for me" and Zippy will write two or three for you to choose from.

☐ Draft options for me (free)

09 What is the one thing a visitor should do?

Pick the most important one. We'll still make room for the rest.

☐ Order or buy

☐ Request an appointment

☐ Call or message us

☐ Visit us in person

☐ Ask for a quote

☐ Sign up or join

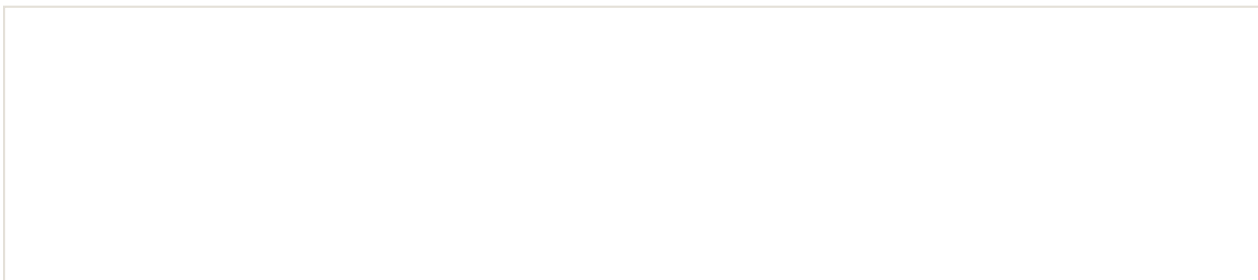
☐ Read and learn

☐ Download the app

☐ Let Zippy choose

10 **Six months after launch, what number tells you it worked?**

Orders a week, bookings a month, sign-ups: pick a number we can design for.



Now the fun part: how it feels.

11 Which images feel like your brand?

Describe them, or paste links to photos, boards or posts you love, and tell us what draws you to each one.

☐ Let Zippy choose

12 Slide toward the words that sound like you.

Mark one box on each line. The middle box means right in between.

Playful	☐	☐	☐	☐	☐	Serious
Bold	☐	☐	☐	☐	☐	Quiet
Modern	☐	☐	☐	☐	☐	Classic
Luxurious	☐	☐	☐	☐	☐	Everyday
Minimal	☐	☐	☐	☐	☐	Rich
Warm	☐	☐	☐	☐	☐	Cool

13 When someone finds you, how should they feel?

☐ Calm	☐ Excited	☐ Safe
☐ Inspired	☐ Welcomed	☐ Impressed
☐ Curious	☐ Pampered	☐ Confident
☐ Let Zippy choose		

Or in your own words

14 How should your colors feel?

Bright? Warm? A little aggressive? Add colors you love or can't stand in your own words.

- | | | |
|---|-------------------------------------|---|
| ☐ Bright | ☐ Soft | ☐ Warm |
| ☐ Cool | ☐ Aggressive | ☐ Calm |
| ☐ Earthy | ☐ Pastel | ☐ Dark and moody |
| ☐ Clean and white | ☐ Neon | ☐ Golden |
| ☐ Let Zippy choose | | |

Or in your own words

15 Which websites, apps or brands do you love, and what exactly do you love about them?

Any industry. Tell us where to find each one (a link, an account, or simply "a restaurant in New York") and, above all, why you love it.

- ☐ Let Zippy choose

16 And what do you never want to look like?

Sites, styles or habits that feel wrong for you, and why.



A few quick picks about what we're making.

17 What are we making together?

Not sure is a perfectly good answer.

☐ A website

☐ A website with a web app

☐ A mobile app

☐ Not sure yet

☐ Let Zippy choose

18 Who will use the app, and what can each of them do?

Customers, staff, admins... Tell us who does what.

ONLY IF YOU CHOSE A WEBSITE WITH A WEB APP, OR A MOBILE APP.

19 The one thing in your app that must work perfectly, every time (for example: ordering, booking, checkout).

Describe it step by step, like telling a friend.

ONLY IF YOU CHOSE A WEBSITE WITH A WEB APP, OR A MOBILE APP.

20 What does the app need?

Pick all that apply.

ONLY IF YOU CHOSE A WEBSITE WITH A WEB APP, OR A MOBILE APP.

- | | |
|---|---|
| ☐ Accounts and sign-in | ☐ Payments |
| ☐ Notifications | ☐ Works without internet |
| ☐ Camera or photos | ☐ Location and maps |
| ☐ Chat or messages | ☐ A dashboard to manage it |
| ☐ Let Zippy choose | |

21 What can wait for a later version?

Starting smaller means launching sooner. We'll add the rest later.

ONLY IF YOU CHOSE A WEBSITE WITH A WEB APP, OR A MOBILE APP.

22 What should your site or app be able to do?

Pick all that apply.

- | | |
|---|---|
| ☐ Contact form | ☐ Online shop |
| ☐ Photo gallery or portfolio | ☐ Menu or price list |
| ☐ Blog or news | ☐ Customer reviews |
| ☐ Map, hours and directions | ☐ Member login |
| ☐ More than one language | ☐ Newsletter sign-up |
| ☐ Quote requests | ☐ AI Concierge |
| ☐ Live map with GPS | ☐ Open forum |
| ☐ Online community | ☐ Let Zippy choose |

23 Your words and photos: where are they?

Content is the most common reason projects wait, so we'd like to plan for it now.

- | | |
|---|--|
| ☐ Ready to send | ☐ Partly ready |
| ☐ Not started yet | ☐ Please create them for me |
| ☐ Let Zippy choose | |

24 How should your words sound?

Tap the ones that sound like you. Each shows how it would read.

- | | | |
|---|--|------------------------------------|
| ☐ Friendly | ☐ Expert | ☐ Funny |
| ☐ Calm | ☐ Straight to the point | ☐ Inspiring |
| ☐ Caring | ☐ Confident | ☐ Poetic |
| ☐ Let Zippy choose | | |

Or in your own words

25 Do you have any sketches or illustrations you'd like to share?

Choose the one that fits best. If it's something else, please describe it in More info.

- | | |
|---|---|
| ☐ I have drawings | ☐ I have photos I want to use as ideas |
| ☐ I don't have any | ☐ Something else |
| ☐ Let Zippy choose | |

Add more info (optional)

26 Do you have a logo?

- | | |
|---|--|
| ☐ Yes, and I love it | ☐ Yes, but it needs a refresh |
| ☐ Not yet | ☐ Not yet. Design one for me |
| ☐ Let Zippy choose | |

27 **Is there anything that has to stay?**

A logo, a photo, a phrase, a color your customers already know.

28 **Have you made a website or app before?**

No wrong answer. It just helps us explain things the right way.

- | | |
|--|---|
| ☐ This is my first time | ☐ I've done a little |
| ☐ I've done this many times | ☐ Let Zippy choose |

29 **Do you have a current website or app?**

Paste the link and we'll study it closely. If you have more than one, add the others in More info.

Add more info (optional)

30 **How should people sign in?**

Choose as many as you like. If you have another way in mind, describe it in More info.

- | | |
|---|---|
| ☐ Google | ☐ Apple |
| ☐ Facebook | ☐ Email |
| ☐ WhatsApp | ☐ Phone number |
| ☐ Another way (tell us in More info) | ☐ Let Zippy choose |

Add more info (optional)

31 What do you need to know when someone signs up?

Ask for less and more people finish. Pick only what you need.

- | | |
|--|---|
| ☐ Name | ☐ Email |
| ☐ Phone | ☐ Address |
| ☐ Nothing, just let them in | ☐ Let Zippy choose |

32 Which numbers do you want to see?

We'll put them on your dashboard.

- | | | |
|--|---|--|
| ☐ How many people visit | ☐ What they tap on | ☐ Where they live |
| ☐ How often they buy | ☐ Let Zippy choose | |

Before we design.

33 **Imagine it's a year from now and the site disappointed you. What went wrong?**

Thinking about this now helps us make sure it never happens.

34 **Is there anything else we should know before we start designing?**

Ideas, worries, plans, a sketch on a napkin, a detail that matters to you. Write as much as you like.

35 **How would you like us to keep in touch?**

We'll use it to share your designs and every update along the way.

☐ Email

☐ WhatsApp

☐ Both

36 **Are you ready to pick the package you're interested in?**

Choosing one isn't a commitment; it simply helps us prepare your estimate.

☐ Starter Website

☐ Business Website

☐ Signature Website

☐ Mobile App

☐ I'm not ready yet

☐ I'd like more information

37 **Tell us what you'd like to know.**

Ask anything about the packages, the timing or what's included. We'll answer by your preferred contact method.

ONLY IF YOU'D LIKE MORE INFORMATION.

38 **Do you have any questions for us?**

Optional. Ask anything about your project, the process or what comes next; we'll answer within 24 hours by your preferred contact method.

Thank you.

That was the hard part, and you did great. Save this file and email it to vladi.desk@gmail.com. We'll reply within 24 hours.