Client debriefing

Team name: _____ Date: _____

Conduct a debriefing session with your client in which you review the final commercial and discuss the following areas:

- Client-design team communication
- Deliverables
- Feedback
- Final product

Communication

Were you satisfied with the frequency and level of communication? Of the methods of communication we used, which did you find most effective?

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_____

Describe any communication challenges that occurred. Were they resolved in a timely manner? If they were not resolved, can you suggest how we could have resolved them?

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Do you have any suggestions for us to improve client communication next time?

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Deliverables

Did we give you a complete enough schedule of deliverables? Did you receive expected deliverables on time?

Were the deliverables of the quality you expected? Were they in a format you expected?

How can we improve the deliverables process?

Feedback

Were you given enough time to provide feedback?

Did the design team consider your feedback?

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How could the feedback process be improved?

Final Product

Does the final product you received address the target audience? Why or why not?

Is the final product what you expected? Why or why not?

Other thoughts or suggestions:

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