

# CASE STUDY QUESTIONNAIRE TEMPLATE



*Get started on your own case studies  
by asking the right questions.*

## **BACKGROUND**

*These questions will help to set the scene and put your project in context.*

1. Can you give us an overview of your company?
2. How long have you been in business?
3. What is your target market?

## **OBJECTIVES**

*This will establish the purpose of the project and why you were best suited to deliver it.*

4. What was the brief?
5. What were your major pain points prior to using our service?
6. Why did you decide to use our service?

## **SOLUTIONS**

*This will help readers understand what you did and why.*

7. Did we solve the problem?
8. How did we support your objectives?
9. How did you find our process?

## **OUTCOMES**

*This will show how effective you were at meeting the client's objectives.  
Encourage them to be as specific as possible about any achievements or feedback.*

10. Have you tracked the success of the project using any metrics or KPIs?  
If so, what are they?
11. Have you had any customer feedback you could share with us?
12. How likely are you to recommend us to a client or friend?