

DYW Custom Designs

Questions that customers are probably looking to be answered while browsing the website

I'm looking for a Custom Design to be created
or
to create a Custom Design and have you guys implement it.

Why Custom?

Haven't found it anywhere.
It's something I made up... I have an idea!
I want more control of the final product.
I'm super picky.
I need it made in a special way or with special materials.

Why Design Your Wall?

Design

I'd like to know if you've done stuff like this before. Examples?
Can you offer anything to inspire me?
Who is on your design team?
Are there any ready made alternatives that I could use instead?
Do I have to start from scratch or can I tweak out preexisting stuff from your current catalog?
Are there categories of Custom Designs such as , Custom patterns, materials, sizing, cuts, laminates, glues, indoor, outdoor, easy clean...?

Pricing

How much will it cost? How can I pay? CC, check, money order, cash?
Is the price quote just for labor, materials, production, shipping, tax?
Refund policies and/or guarantees?
Do you need a downpayment?
Do you bill flat rate or hourly?
I need a rush on it? Can you do it? How long? Extra charges?

Process

How will it be made?
What do you need from me?
What's your design and production process?
Can I preview the final product in some way and approve it?
When can it be ready? What's your turnaround time?
Are there any limitations on what can be done?
How much can I participate in the process?
Get I get samples?

Delivery

How will it be packaged?
What are your shipping options?
Terms?
How will I install it?
Will the design fit aesthetically and in terms of size into my location?

Possible Approaches

Initial Contact

On the initial page, show some examples of previous custom work.

Talk about the advantages of custom printing which resonates/reinforces their decision.

Qualify potential customers to weed out those who are not appropriate or who might be a problem (e.g. wants to use copyrighted material) and direct them to our regular inventory.

Play up our advantages versus the competition.

Sell them on the idea before jumping into specific details.

Show them case studies. Testimonials? Press coverage?

Describe our design and production process.
Some advice about sample ordering.

Give them a ballpark cost for various scenarios.
Common production times? Delivery times?

On the next page, get their details. Keep it simple for now. Contact info. Short description.
Optional file upload to our team can preview the possible design.

After contact

We forward them to a page/email detailing deliverable requirements (type of file, size, dpi, copyright releases, etc.)

We include a link to definitions and terms. A special Custom Design FAQ answering other questions detailed at the beginning of this document.

A form where they calculate and purchase what they need. We could use the current one.

After purchase

We create a page or emails that allow them track the projects progress.

After delivery

We follow up with them on delivery and installation.

Try to get pictures of install. May need photo release.

Get a testimonial

Add testimonial to site

Process Outline Flow:

Sales and Qualification

Qualify customers according to:

Size, Copyright, Lead time and file format

Sign up / Login

Project Dashboard

Create a Project
Images, size, notes

If it's approved go to Samples (can opt out of this phase)

Define media

Add to Cart

Move to Final Order