

THE WHY BEFORE THE WALLS

*This guide asks you to think before you build.
When you're ready, we're here to help.*

[LEARN HOW WE WORK](#)

Your Name:

Date Started:

Project Location:



CREATIVE INTERFACE

WWW.CREATIVEINTERFACE.DESIGN

PROJECT PRIORITIES

Choose your top **two** priorities:
COST TIME QUALITY

Why did you choose those two?

Explain why the 3rd is a lower priority?

GOALS & NEEDS

What concerns you most about this project?

What excites you most?

Is there one thing you need us to get exactly right?

DECISION MAKING & RISKS

Final Decision-Maker(s):

Which best describes your decision-making style?

- Owner-led
- Collaborative
- Advisor informs, Owner decides

WHAT'S HAPPENING AND WHEN?

Describe the investment you are willing to make to accomplish your goal:

When do you hope to Achieve a Milestone or Reach Completion?

VISION & PURPOSE

WHAT DO YOU WANT TO ACCOMPLISH MOST WITH YOUR PROJECT?

WHY IS THIS PROJECT IMPORTANT TO YOU?



*Not sure how to answer?
We help clients work through this.*

YOUR VALUES

WHAT ARE YOUR DESIRED RETURNS ON INVESTMENT?

QUALITY OF LIFE RETURNS:

FUNCTIONALITY
MORE AMENITIES, FEATURES, STORAGE
DEFINE A LIFESTYLE OR PROCESS
EMPOWER PROCESS LEADERSHIP

FINANCIAL RETURNS:

RESALE VALUE
RENTAL INCOME
PREMIUM RENT
EASIER TO SELL OR FILL

CONNECTED TO NATURE RETURNS:

ABUNDANCE OF NATURAL LIGHT
INTEGRATED WITH NATURE
FRAMING SPECIFIC VIEWS
ATTENTION TO NATURAL ELEMENTS

SENSE OF PLACE RETURNS:

LOCAL CULTURAL CONNECTIONS
USE OF LOCAL MATERIALS
CONNECTION TO THE COMMUNITY
ECOLOGICALLY-FRIENDLY
OFF-GRID EFFICIENCY

EMOTIONAL RETURNS:

COMFORT
PEACE
SANCTUARY
SAFETY
JOYFULNESS

ARTISTIC RETURNS:

GALLERY DISPLAYS
MUSICAL INSPIRATION
HOME OR DISPLAY FOR COLLECTIONS
COLORFUL EXPRESSION
ENCOMPASS HOBBIES OR PASSIONS
INTERESTING MATERIALS
ARCHITECTURALLY SIGNIFICANT

SYMBOLIC RETURNS:

TELLS A STORY
CELEBRATES HISTORY
MAKES CLEAR YOUR VALUES
WOW FACTOR
MATCH A PERSONALITY

RANK YOUR DESIRED RETURNS:

1

2

3

IN YOUR OWN WORDS, PLEASE
EXPLAIN WHY THESE ROIs ARE
IMPORTANT TO YOU.

WHAT IS MOST VALUABLE TO YOU
IN THIS PROJECT?
(E.G. IMPACT, INNOVATION, SAFETY,
SUSTAINABILITY, EFFICIENCY,
PRESERVATION)

ANY SPECIFIC SUCCESS CRITERIA?
(E.G. QUALITY, COST, TIMELINE,
RECOGNITION, PERFORMANCE
TARGETS)

THE FOUNDATION

WHICH OF THE FOLLOWING DO YOU ALREADY HAVE, OR ANTICIPATE NEEDING?
(SOME MAY NOT APPLY)

What are we working with?

Verified Title (with easements, covenants, planning constraints)
Title Plan showing legal boundaries
Measured survey of existing building (if applicable)
Radon, Mold, and/or Asbestos Assessment
Topographic survey (natural features, contours, etc.)
Below-ground services survey/search
Arboricultural survey / tree health evaluation
Ecological / geotechnical surveys, percolation + soil tests
Environmental site assessment (Phase 1)
Appraisal or consultation with realtor/developer
Other:

INDICATE WHAT HAS BEEN ESTABLISHED OR IS CURRENTLY BEING
CONSIDERED:

What is clearly defined?

Description of proposed work
Project team (designer, builder, consultants, etc.)
Measurable standards / certifications / performance goals
Accommodation schedule (spaces + requirements)
Inspiration/References (Pinterest, Houzz, RD, Metropolis, etc.)
Sustainability / resilience strategy
Planning & project management approach strategy
Permitting / approvals strategy
Procurement / construction approach strategy

ON A SCALE OF 1-10, HOW IMPORTANT ARE THE FOLLOWING?

Beyond Building

Environmental stewardship
Community or social impact
Long-term resilience (climate, outages, operational disruption)

You have clarity—now let's measure your readiness. ↘

READINESS ASSESSMENT

LET'S EVALUATE HOW READY YOU ARE TO MOVE FORWARD WITH YOUR PROJECT.

RATE EACH CATEGORY FROM 1-10

1 = UNKNOWN OR UNDEFINED, AND 10 = FULLY RESOLVED AND ACTIONABLE



PROJECT DEFINITION - HOW CLEARLY HAVE YOU DEFINED THE TEAMMATES AND RESOURCES YOU NEED IN ORDER TO GET STARTED?



SUCCESS ALIGNMENT - HOW CONFIDENT ARE YOU THAT YOUR EXPECTATIONS AND GOALS ARE ALIGNED W/ YOUR LIMITATIONS?



SITE UNDERSTANDING - HOW WELL DO YOU UNDERSTAND THE FULL RANGE OF POSSIBILITIES AND REGULATIONS FOR TO YOUR SITE?



REGULATORY CLARITY - HOW WELL DO YOU UNDERSTAND ZONING, BUILDING CODES, AND LEGAL STANDARDS THAT APPLY?



PROCESS AWARENESS - HOW CLEAR DO YOU UNDERSTAND YOUR PATH THROUGH APPROVALS, PERMITTING, AND POTENTIAL INCENTIVES (GRANTS, TAX CREDITS, CERTIFICATIONS)?



EXECUTION STRATEGY - HOW WELL DO YOU UNDERSTAND WHAT WILL BE REQUIRED TO KEEP THE PROJECT ON TIME AND ON BUDGET?



FINANCIAL ALIGNMENT - HOW CONFIDENT ARE YOU THAT YOUR BUDGET SUPPORTS YOUR GOALS?



RETURN ON INVESTMENT - HOW CONFIDENT ARE YOU THAT THE PROJECT WILL DELIVER THE OUTCOMES YOU EXPECT

Your Score:

IF YOU'RE NOT CLOSE TO A 10 ACROSS MOST AREAS, IT COULD BE A SIGN MORE RESEARCH AND PLANNING IS NEEDED.

STARTING WITHOUT CLARITY OFTEN LEADS TO PROJECTS GOING OVER BUDGET AND SCHEDULE.

YOU'RE ALREADY AHEAD

YOU'VE TAKEN THE TIME TO THINK THROUGH
WHAT MATTERS—
YOUR PRIORITIES, YOUR VALUES, AND WHAT
SUCCESS LOOKS LIKE.

MOST PROJECTS SKIP THIS STEP. THAT'S WHY THEY
RUN INTO PROBLEMS LATER.

IF YOU'RE READY TO MOVE FORWARD, WE CAN
HELP YOU TURN THIS CLARITY INTO A CLEAR,
ACTIONABLE PLAN.

[SCHEDULE YOUR PROJECT CLARITY CALL](#)