



WEBSITE BRIEF

As you know more about your business than anyone else, it is helpful for us to know how you see yourself and how you want to be seen. Another advantage of putting together a design brief is to help clarify your concept for yourself - to crystallise what it is your business is about and how you want to be perceived in the marketplace.

Experience tells us that having a good design brief is one of the key elements in a successful project - ensuring you get value for money and end up with a design you are happy with.

N.B. This is not a test - just fill in what information you can and include any ideas you may have.

Your Business/Company Details

Company Name Contact Name
Phone Fax
E-mail Web site URL
Any Existing Domain Hosting FTP address
 Login Username Password
Any Existing CMS access address
 Login Username Password

Your Business/Company Profile

What is the purpose of your business/company and what products/services do you provide?

How many staff do you have? How long have you been established?

Where do you fit into your industry and do you have a particular niche?

What is the perceived personality of your business/company?

What is your point of difference, is there anything unique about your product or service to make you stand out from your competitors?



Project Background/Objectives

What is the background of this project, why is it being done and what is its purpose?

Do you currently have a web site? If so what is the reason for the re-design and what do you like/not like about your old web site?

How do you want to be positioned to the audience - do you want to look like a big established company, or an exciting newcomer?

Web sites can perform many business functions - What do you want the web site to achieve? (tick boxes)

- | | |
|--|---|
| <input type="checkbox"/> Basic branding? | <input type="checkbox"/> Generate sales? |
| <input type="checkbox"/> Do you want it to be your main sales channel? | <input type="checkbox"/> Encourage enquiries? |
| <input type="checkbox"/> Obtain information from prospective/existing clients/customers? | <input type="checkbox"/> Encourage word of mouth? |

Do you have any specific goals for the web site? For example - I want to increase web sales by 20% within 12 months.

How would you measure the success of the new web site? (tick boxes)

- | | |
|---|--|
| <input type="checkbox"/> Increased public awareness/search ranking? | <input type="checkbox"/> Web traffic (number of hits)? |
| <input type="checkbox"/> Number of enquiries? | <input type="checkbox"/> Sales? |
| <input type="checkbox"/> E-mail subscriptions? | <input type="checkbox"/> Bookings/reservations |

Time line/Deadline

Budget



Target Audience:

Age/gender/interests/locality

What do they already think about your business/industry?

What do your users want?

How can the site best aid your clients/customers?

Would they be primarily looking for information, or an easy, quick way to browse your products/services and make a purchase?

Who Are Your Competitors?

Please provide their web addresses and what you like/dislike about their web sites?

Web site Construction

Number of pages?

- Blog
- Video - testimonials
- E-commerce/shopping cart
- Contact Us E-mail form
- Mobile version
- Photo/video gallery
- Content Management System

Additional products/services required?

- Domain Name Registration
- Domain Hosting
- E-mail Newsletter

Do you already have a logo or would you like us to create one from scratch?

Will you be supplying artwork and/or text for use on the website and how will it be supplied.

Do you require copy/text to be written for the site?



Key Messages

Please tick the following keywords which best suit the message you want to communicate:

- professional contemporary traditional friendly serious casual cutting edge
- affordable cheap expensive luxury exclusive personal mass market small business
- big business corporate mature distinguished approachable

Design Look & Feel

Inspiration - The more clues you can provide about your design tastes, the more likely we will be able to produce what you want! As professional designers we will not just copy the reference ideas you send - but will use it as the start of the design process.

Can you provide any examples of design looks/feels you like? Other web sites?

Please tick some of the following keywords which are appropriate or have appeal:

- serene spiritual powerful professional hip classic elegant funky ethnic
- natural/organic hi tech fun flashy muted soft playful mellow comforting
- romantic sensual authoritative energetic historical

Please provide a few references of web sites/design ideas you like? Consider layouts, colours, navigation, graphics, fonts etc.

Anything to avoid?

Is there anything you don't like, or wouldn't want on your web site?

Updating/Maintenance

Who is going to update/maintain your site? Do you want us to provide maintenance and updating services, or would you like to be trained in maintenance yourself?

Search Engine Optimisation (SEO)

Search Engine Optimisation (SEO) is the process of streamlining your web site content and presence on the web to gain the best search engine ranking possible. We can provide an initial SEO report and optimisation, as well as ongoing advanced SEO services. As the search engine criteria are constantly changing, SEO is increasingly becoming an art in itself and requires constant attention and adjustment.

Would you like an SEO program to be included?