

WEBSITE DESIGN BRIEF

PURPOSE OF THE BRIEF

This Web Design Brief serves as a common point of reference for all parties involved in the web design process. Clearly communicating your requirements is critical to getting a website you love. It will help us understand your website vision, quote accurately, and avoid miscommunication and costly re-iterations. So, in a nutshell, when you're completing the brief, go for your life, and don't hold back!

YOUR BUSINESS

This information gives us a better understanding of who you are, what your business does, where you are heading, and how your brand should be portrayed.

Name*



Email*



Phone



Please include country and area codes

Name of your business/organisation

What do you do?

Tell us about your business/organisation

What are your products and/or services?

What is your vision and where do you want to be in 3 – 5 years' time?

How many employees do you have?

1-5

How do you want to be perceived in the marketplace?

Who are your ideal customers?

Who are your top 3 competitors?

What do you offer that your competitors don't?

E.g. free delivery, money-back guarantee etc.

YOUR REQUIREMENTS

Have you already purchased a domain name?

Yes No

(E.g. <https://word2art.nz>)

Have you purchased hosting?

Yes No

Provide details of your brand colours, fonts, icons & any style guidelines

Upload examples of any images or materials here.

Choose Files No file chosen

Do you have a logo?

Yes No

If yes, please upload your logo here.

No file chosen

Or provide a Url where your logo is displayed.

Is rebranding required?

Yes No

Is copywriting required? If so, please specify what you need.

YOUR WEBSITE

Explain what drove the need for a new website, and describe what a successful website looks like to you.

Why do you need a new website?

If you have an existing website, what do you like about it?

What don't you like about your old website?

Describe your ideal website

How many sections will it have & what are they?

What features and functions do you require?

- Search Box Standard Sliders Animated Sliders Social Media Google Maps Blog E-Commerce
 Gallery Forms

Select all that apply.

List any additional features and/or functions you require that are not listed above.

YOUR USERS

Who are your website users? Provide as much detail as possible so that we can ensure that the design, features, and functionality are tailored accordingly.

WHO WILL BE USING THE WEBSITE?

Check all that apply

- Males Females Public Trade Staff

Language requirements?

Country/ Localisation requirements?

Why are they visiting your website? Select all that apply

Information

Who will be updating the website?

YOUR DESIGN

Describe how you want your new website to look, the impression you want to give, and any brand and style guidelines that need to be met.

Do you have any colour schemes or palettes in mind?

You can upload any colour scheme ideas here.

No file chosen

Or add a Url for your preferred colour schemes

What is the aim or purpose of this website?

E.g. promoting your business, selling products or services ...

What style do you have in mind for your website?

E.g. Masculine vs feminine; Traditional vs Contemporary; Professional vs Personal; Serious vs Friendly; Strong vs Soft; Exclusive vs Inclusive;

What impression do you want your website to portray?

E.g. sophistication, humorous, professional, casual, cutting edge.

List 4 sites that you like and explain why:

Site 1

State site name and url

Why do you like this site?

State reasons

Site 2

State site name and url

Why do you like this site?

State reasons

Site 3

State site name and url

Why do you like this site?

State reasons

Site 4

State site name and url

Why do you like this site?

State reasons

List 4 sites that you don't like. Explain why:

Site 1

State site name and url

Why do you like this site?

State reasons

Site 2

State site name and url

Why do you like this site?

State reasons

Site 3

State site name and url

Why do you like this site?

State reasons

Site 4

State site name and url

Why do you like this site?

State reasons

What extra features would you like your website to have?

E.g. Newsletter e-mail form? Contact form? Photo Gallery? Animation? Online store?

YOUR BUDGET & TIMELINE

Providing an indication of budget and timeframes will help us to manage your expectations of what is realistically achievable.

What is your budget for this project?

When are you looking to get started?

Specify date or time (days/ weeks/ months)

Do you have a deadline that must be adhered to?

Specify details of any deadline

MARKETING

Why do you think people will visit your site?

What keywords would you like use to make it easier for people to find your website via search engines?

E.g., "catering for businesses, easy catering, New York Catering"

Who will be responsible for receiving feedback from visitors?

Name

Email

Phone

What are your plans to promote the site?

E.g. Social media adverts, Google Local Business, Blog

Please include any comments or questions you would like addressed.

SUBMIT

Do you want to talk through your web design requirements with us? Contact us for an obligation free Skype or phone conversation about your project.



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