

**BRIEF.**

**WEBSITE**

Brief is a simple questionnaire where you can layout your requirements for the website that you want to order. By filling out a brief, you will once again analyze your own project and clearly define its final form. A well-filled brief allows to minimize discussions around details and save precious time.

*Please, read and answer all questions as thoroughly as possible in a way you like. We will create a detailed plan based on the contents of the brief which will be attached to the contract.*

**Part 1. General questions**

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| Question | Answer |
| **Basic Information** | |
| Full name and domain of your company |  |
| Contacts (name and position of the contact person, e-mail, mobile phone number) |  |
| Existing website (if you have one) |  |
| Define your deadlines |  |
| Where did you learn about Seven Degrees |  |
| **About Your Product/Brand/Company** | |
| Define the domain and specifics of your business |  |
| Describe your brand/product/service that needs a website: |  |
| Define the geography of the product/service/brand |  |
| Describe unique advantages of your brand/product/service |  |
| Describe your competitors (direct and indirect) in the domain and provide links to their websites. Give us your own evaluation of their websites, highlight their positives and negatives. Name the most interesting example of positioning in the internet from your competitors. |  |
| Which goals should your website accomplish? |  |
| **Task Description** | |
| Which marketing and image goals do your set for the project? |  |
| Define your qualitative and quantitative criteria for the success of the project? |  |
| Describe existing problems of your website (if you have one) |  |
| Describe your target audience. Do we need to adapt different parts of the website for each target group? Describe common traits of your users. |  |
| Estimate your budget dedicated to the project |  |
| **Project Contents** | |
| What kind of website do you need?   * **Promo Website** (Gromoting goods and services) * **Online Business Card** (General information about the company and contacts) * **Corporate Website** (Detailed information about the company with a catalogue of goods and services without e-Commerce add-ons) * **E-Commerce Outlet** (Selling goods and services through your website) * **News Portal** (RSS-feeds and regular posting of news and articles) * **Start-up** (May be a simple promo website or a standalone web-service) * **Something Else** (Describe your idea) |  |
| List all core navigational menu items (basic website structure) |  |
| Describe key website services (RSS feeds, news, catalogues, forms, etc.) |  |
| If possible, define how often you plan to update the information on the website (for each part of the website) |  |
| Do you need multiple versions with different languages? |  |
| Estimate the load on the website (how many people will use it, which platform you plan to use, and what kind of CMS you want) |  |
| Do you plan to use payment options like Yandex.Money, Webmoney, QIWI, PayPal or any other? Do you need us to implement them? |  |
| Do you need to integrate 3rd party services or APIs such as Facebook, intranet systems or something else? Describe them. |  |
| Do you need a mobile version of the website? Do you need adaptive design and layouts? |  |
| Do you need a specialized administrative panel? Describe key administration areas that should be implemented. |  |
| **Website Maintenance** | |
| Do you need further support and maintenance from the developer? Will it be assistance in design, technology or something else? |  |
| **Visual Style** | |
| Does your company have corporate designs, logos, already exiting ads? Attach them to the brief. Do you need them to be made in case you don’t have them already? |  |
| List several websites that you like regardless of their theme and type. Tell us why they attract you. |  |
| List several websites that you don’t like. What makes you dislike them? |  |
| Describe your preferred design with several adjectives like contemporary or comfortable. Also add adjectives describing how it should not look (for example, geeky or pretentious). Use at least 5 adjectives for both cases |  |
| If your website was a man, how would you describe him? Tell us his gender, age, status, interests, and hobbies. |  |
| **Website Promotion** | |
| Do you have a promotion strategy for your brand/product/service? Who will conduct it? |  |
| Where does your website fits the strategy? |  |
| Do you plan to attach your website to an ongoing or planned advertisements in press, outdoor advertising, etc.? |  |
| Do you plan to promote your website on your own? Describe your methods and contractors. |  |
| **Addendum** | |
| Tell us anything that may bring moredetails about your project to the table. If necessary, attach additional files to the brief.. |  |

**Part 2. Technicalities**

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| Do you need an SSL certificate? |  |
| Do you have a domain and hosting for the website? Do you want us do set everything up? |  |
| Do you have an admin panel? If yes, provide us with the list of necessary functions |  |
| Do you have any preferences in regards to specific technologies that should be used? |  |