**Thank you, enkosi, ngiyabonga, dankie**

**for choosing WebsiteDesign.co.za!**

We have put this briefing document together so that your developer can get a better idea of your vision. While content such as text and images are very important, an overall ‘idea’ of the look and feel you like goes a very long way in making sure we create a website that you are proud to show off, and we want you to be proud of your website. When chatting to your developer, please make sure you always include your reference number in the subject line (i.e. WD 1234567). This makes it easier to track everything related to your project.

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**GUIDELINES ON HOW TO PUT YOUR BRIEF TOGETHER**

* Please complete this briefing document as accurately as possible, the more in depth the brief the more we can assist you. Please also double check your **spelling & grammar**.
* Please make sure you send your completed brief to your developer within **3 days** of project activation. (1 day if you booked an express project).
* If you need any assistance with this document, please speak with our friendly sales consultant or your designer without any delay.
* Your developer splits the time available for your development into four parts:
  + 25% Website function and layout,
  + 25% Content, (text, images and video)
  + 25% Cosmetics, tweaking colours and creatives,
  + 25% for reviews.

Every project has a set amount of paid development hours included. You can see this on your quote. If we go over this provision, additional costs will be billed for.

* Once we’ve started your project, your developer will offer frequent updates including a project % status email each Friday with a copy of your project log and a proposed schedule for when your project is booked in the coming new week. Please note: project times are booked in advance and diaries reserved accordingly. Developers/Designers manage several projects in a week, and therefore are not available all hours for any one single project. Please also take note of your project timeline window, this is also detailed on the quote. If this time is exhausted, additional costs will be billed for to extend the timeline.
* Once this project has been completed, we can assist with web marketing, e-security or e-legal services.

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**Domain & Hosting**

(Where your website lives.)

Client’s website and domain need a place to live, this is called hosting. The package you have chosen comes with hosting, emails and a .co.za or .com domain at no price difference for the first year.

There are two options:

1. If a client has hosting included in their product, you can consider these concerns done and dusted, no doubt our hosting division will be in contact soon, if they have not already done so. Our developer will be able to work with our hosting division to make your site live once ready.
2. The other option is a client provides their own external hosting services. In that instance, we zip the website files and provide them to the client to work with their supplier. If your supplier is not helpful, let us know, and we can give you some options.

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**Structure & Content**

(Menu, and your page text)

Depending on your product, you will have different options available to you. We must bear in mind your product limitations when it comes to function, cosmetics and other features. Chat to us to get clarification if needed, but a very good overview of your product scope can be found on the quote you accepted.

This section is for your information pages. We will get onto your category and product pages a bit later.

Let’s start with menu items and pages. Here we need you to please give us the following information:

* Proposed menu name,
* What the page is about,
* What you will have on each page.

Example:

* Contact page
* The page is about my phone number, email address, map and a digital form
* My phone number, email address, a map to my office, a nice photo of my office and my business registration number.

|  |
| --- |
| Contact Form:  What email address would you like your forms to be sent to? (*Maximum 2*) |

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You can provide these details now by editing this document, please only add information for the amount of pages your product includes.

1. Menu items, pages and text

|  |
| --- |
| Page 01   * Menu name: * What is this page about?: * What will you have on this page?:   You can copy your page text below: |
| Page 02   * Menu name: * What is this page about?: * What will you have on this page?:   You can copy your page text below: |
| Page 03   * Menu name: * What is this page about?: * What will you have on this page?:   You can copy your page text below: |
| Page 04   * Menu name: * What is this page about?: * What will you have on this page?:   You can copy your page text below: |
| Page 05   * Menu name: * What is this page about?: * What will you have on this page?:   You can copy your page text below: |
| Page 06   * Menu name: * What is this page about?: * What will you have on this page?:   You can copy your page text below: |

Need more pages?

No problem! Create a new MS word page of the table, edit the page names, and cut and paste back into this master document.

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**Contact form**

(Contact us)

This is a quick and easy way to get all the info you need from clients.

|  |
| --- |
| Which page / pages do you want your contact form on? |
| What text based responses do you need? (name / email address / contact number etc) |
| Do you want any drop down responses? (ie City, reason for enquiry / etc) |
| Do you want a section where clients can add additional notes? |
| What email and backup email would you like the forms sent to? |
| Would you like Captcha added to your form (ie 1 x7 = \_\_\_)? |
| Would you like an “I agree to the T’s & C’s” tick box? This would need to have a link to your T’s & C’s. |

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**Images**

(Logo, page and gallery images.)

Your images need to be in a ready to use state. This content can be uploaded to your **DropBox / GoogleDrive / WeTransfer** account and the link can be copied below, or sent directly to your developer. For primary images such as banners or logo, try ensure the file size is between 200-300kb, and for standard page images or your gallery photos, ensure the file size is around 50kb-80kb. Image file size is very important, and can slow down a website. Save the image file name as the page name and a number. File formats we accept are jpeg and png.

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**Products**

(Products and categories – the shop)

This is the shopping side of your website. We need to know about your products and the categories you would like them placed under. If you already have a document that contains this, you can simply send that to us and skip this section – but please make sure the document is orderly and in a copy/paste format. Your quoting document will offer points on the scope of this section of your website: how many categories, products, etc. We suggest that you book a whatsapp call / zoom consult with your developer to go over your website brief and especially focus on this section.

1. Categories. Your categories are the groups you’d like to display your products under – for instance: Shirts, Pants, Hats, Shoes, etc. Please add your categories in the space provided for below. If you need to add more items, please edit the document to accommodate.

|  |
| --- |
| 1.  2.  3.  4.  5.  6.  7.  8.  9.  10 |

1. Products. These are the individual items you are selling. There is a lot of information we need for each. You can simply copy and paste the items below if you need more space. When loading your product images (section above) – please name the files to match the “product title”.

|  |
| --- |
| 1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price:   1. Product title:   Product description:  Product code:  Price: |

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**Look & Feel**

(Templates, colour scheme and fonts)

1. Now that we’ve finished up with your content, we want to know how you’d like your website to look. Below are your template options for your CMS BUSINESS website. When you choose your template.

Please have a look at each of the links and highlight your favourite choice. \*\*Please note functionality remains the same regardless of framework choice. If you require extra functionality, it needs to be confirmed at time of sale.

Ecomm Basic

<https://www.superfoodofafrica.com/>

<https://www.koto-za.co.za/>

<https://www.cannavolution.co.za/>

Ecomm Standard

<https://www.saireneonlinepharmacy.com/>

<https://www.metroberry.co.za/>

<https://www.wonderlogomats.co.za/>

Ecomm Advance

<http://www.teddys.co.za/>

<http://flatsome3.uxthemes.com/demos/shop-demos/cute-shop/>

<https://demo.xtemos.com/basel/>

<http://flatsome3.uxthemes.com/demos/shop-demos/vendor-shop/>

<https://yithemes.com/live/?theme=remy>

<http://shopkeeper.wp-theme.design/home/home-classic-2/>

<http://live.yithemes.com/maya/>

<https://demo.xtemos.com/basel/home-fashion-flat/>

<http://neighborhood.swiftideas.com/>

<http://8theme.com/demo/royal/>

1. Considering your website colour scheme. A good reference for a **Colour Scheme** can be found at <https://colorhunt.co/>. You can screenshot the colours you like below, or give us the hex codes if you have them (i.e: #7CD1B8). If you have existing documents or a logo that you’d like us to use the colours from – then you can send this along to your developer instead and make a note within the brief.

|  |
| --- |
| Colours: |

1. Fonts.

It is always better to choose a Google font, Google fonts are the most widely used fonts across websites meaning that the compatibility rate across devices and browsers is highest.

Font options can be viewed at <https://fonts.google.com/>

Please add your font options below.

|  |
| --- |
| Header font: (This is the main heading at the top of the page.) |
| Title font: (This is the font used for paragraph titles.) |
| Body font: (This is the font used for the text paragraphs on your website pages.) |
| Footer font: (This font is used for the strip at the bottom of each web page.) |

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**Payment Gateway**

(Where the payments for your online sales go)

Online payment gateways aren’t a regular banking account – they are accounts specialised for online purchases. There are many to choose from (simply type in “payment gateways” into Google). Most of our clients opt for PayPal or PayFast – I have added their links below:

1. PayPal: <https://www.paypal.com/za/webapps/mpp/home>
2. PayFast: <https://www.payfast.co.za>

To do the integration we will need your “Merchant Key” and “Merchant ID” or “Vendor Code”. These will be provided to you after the sign up process with your chosen payment gateway is complete. Please add these details below:

1. Merchant Key:
2. Merchant ID or vendor Code:

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**Legalities**

(T’s & C’s and legislation)

Your website lives in a public realm and there are rules that govern it as well as the content you post. Many people are fined and prosecuted for not taking reasonable steps in managing their websites. As part of our client care, we want to share some important points for consideration. You can book an advance consult to discuss legalities on the web if you need.

1. Add to your website Terms and Conditions / Privacy and Usage Policy. These links might be useful: <https://app.termsfeed.com/wizard/terms-conditions> and <https://app.termsfeed.com/wizard/privacy-policy>
2. As this is an Online Store, you need to display your returns policy. This link may be useful: <https://app.termsfeed.com/wizard/return-refund-policy>
3. Your website needs to be POPIA compliant (Protection of Personal Information Act). You can find information on this as well as usage policies on our Client Zone at <https://www.websitedesign.co.za/pdf/POPI-act.pdf>
4. Copyright. Images, text, sounds, images, basically any work of art or creative can be subject to copyright protection or other related legislation. This is not a matter to be overlooked and can involve criminal prosecution in some cases.

If you are uncertain of any of the above points of consideration, chat to us now. You can provide text for you Terms and Conditions / Privacy and Usage Policy or even Popi notice for your site in the space provided for below with an instruction for your developer on where you would like it added to your website.

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**CONGRATULATIONS!**

If you’ve completed all of the above steps – we can now start to build the first preview of your website.

We look forward to completing a website that you can be proud of.

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