**SITE DEVELOPMENT BRIEF**  
(from makklays.com.ua)

A brief on site development will help you understand your goals and desires. We will be better guided in your project, we will quickly evaluate the cost and lines of development. You do not have to fill out everything, but it is advisable to try. The more complete information we receive from you, the more efficient our work will be.  
  
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1. General information  
Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
E-mail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
The site of the company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Company name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Field of activity, line of business  
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Website addresses or site names of competitors  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Geography of work (in what areas, countries do you work)  
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Development time:  
       - up to a month  
       - 2 - 3 months  
       - more than 6 months  
       - i can’t say, i need a consultation  
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Budget \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Responsible Person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. Objectives and functions of the site**

Website goals:  
(indicate one or more goals that you want to achieve using the site)  
      - customer acquisition  
       - increasing the recognition of the company, improving the image  
       - sale of goods and services via the Internet  
       - information on the holding of shares  
       - informing about goods and services  
       - company information  
       - posting company news  
  
Type of site:  
       - the site of the company  
       - corporation website with a catalog  
       - online store  
       - landing (one-page advertising site)  
       - web service or API for mobile applications  
       - web portal  
       - site system  
  
Services for communication with site visitors:  
(select the desired services for communication with site visitors)  
       - feedback form  
       - callback form  
       - question answer  
       - voting  
       - reviews  
       - comments  
       - online consultant  
       - online booking system  
       - subscriptions and e-mail newsletters  
       - user registration  
       - personal area  
       - SMS alert  
  
Online sales services:  
(check the features that a site must have for selling online)  
       - rubricator  
       - catalog search  
       - product filtering  
       - extended description of categories or products  
       - add products to favorites  
       - price request for individual items  
       - product comparison  
      - basket  
       - discount calculation  
       - calculation of shipping costs  
       - user order history  
       - notification of customers about the status of orders  
       - payment online  
       - bank transfer for physical. persons (printout of receipt)  
       - bank transfer for legal entities (printout of invoice, invoice)  
       - automatic generation of invoices for payment  
       - distribution of access rights (Administrator - can do anything, Editor - can edit goods and accept orders, etc.)

Integration with third-party services and programs  
(indicate the services with which you want to integrate the site)  
      - import price from Excel  
       - upload from XML  
       - integration with 1C  
       - integration with a corporate database  
       - Yandex.Marker  
       - outpost

Content management system  
(select the desired content management system)  
       - WordPress (free)  
       - OpenCart (free)  
      - self-written, designed for a specific list of tasks  
       - I can’t say, I need a consultation  
  
Do you need a mobile version of the site or responsive design:  
       - no, not needed  
       - need a mobile version of the site  
       - adaptive design  
  
Other goals, services, functions, CMS  
(if you need other services and functions, you have other goals or SMS - specify them here)  
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**3. Website structure**

Website sections  
(indicate the main sections of the site: about the company, catalog, news, etc.)  
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Site navigation  
(which menus should be present on the site left, right, top, bottom. What items should contain)  
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Information blocks  
(list the information blocks that should be present on the main and internal pages)  
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**4. Website Design**

Examples of sites whose design you like  
(write the addresses of sites whose design you like, indicate why)  
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Examples of sites whose design you do not like  
(write the addresses of sites whose design you do not like, indicate why)  
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What elements of corporate identity exist and can be used in the development of design:  
       - corporate identity guide  
       - logo  
       - company colors  
       - branded fonts  
       - printing  
       - photos  
       - directories  
       - booklets  
       - other  
  
The mood and associations that the site design should trigger:  
       - strict corporate design  
       - bright, catchy design  
       - positive and funny  
       - a design full of illustrations / photos  
       - minimalist design (emphasis on functionality)  
       - other  
  
Availability of photographs and pictures for design development:  
       - there is  
       - the need to choose a designer  
       - need a photo shoot  
  
Basic requirements and wishes for site design:  
(describe the requirements and desires, you can write any information that can help our designer)  
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**5. Content and additional services**

Content for the site: texts, products, products, translations, photos  
       - im ready now  
       - you need the services of a copywriter, rewriter  
       - need a photographer  
       - need a translator  
  
Additional services and services:  
       - filling content  
       - technical support site  
       - site maintenance (regular updating of content)  
       - contextual advertising  
       - SEO - promotion  
       - corporate identity development  
       - logo design  
  
Availability of a domain name:  
- there is (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
- no (suggested options) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Hosting (site hosting):  
      - the company has its own hosting platform  
      - the company wants to have its own hosting platform  
      - placement on the Contractor’s site  
  
Information from the completed brief will not be shared with third parties.  
  
Our contacts:  
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**Thank!**