|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | | | | Job No. | | {jobNo} | | Project Name | | {projectName} |
| Brand | {brand} | | | | Product/service/offer | | {productService} | | Brief written by | | {am} |
| Date | {date} | | Review date | | | {reviewDate} | Presentation date | {presentationDate} | | Live date | {liveDate} |
| Total budget | {totalBudget} | | | | Estimate attached  Yes /  No | | | | Production budget | | {productionBudget} |
| First response | | Site maps  Personas  User Journeys  Other Type here | | | | | | | | | |
| Sign off | | Planning Director | | Creative Director | | | Head of Creative | | Account director | | Client |
|  | |  | |  | | |  | |  | |  |
| WHAT DO  WE NEED To PRODUCE? Is the job to create something from new, add to or restructure something that’s already there? Please describe it. | | {needToProduce} | | | | | | | | | |
| DOES THIS WORK SUPPORT ANY OTHER ACTIVITY? Please outline and supply examples, providing any relevant URLs or file paths to network resources. | | {supportActivity} | | | | | | | | | |
| WHO IS  THE SITE FOR? What do users want? What appeals to them? Why will they be interested in this? | | {siteFor} | | | | | | | | | |

|  |  |
| --- | --- |
| WHAT ELSE IS  OUT THERE THAT WE SHOULD  KNOW ABOUT? Are there any insights from the client about direct competitor sites or sites that are structurally similar? Please supply URLs and any examples. | {whatElse} |
| WHAT ARE THE CORE FEATURES OF THE SITE? Describe any existing features and any new ones we are to add. | {coreFeatures} |
| WHAT WE MUST (OR MUST NOT) INCLUDE Mandatories and restrictions. | {canCantInclude} |
| SUPPORTING DOCUMENTS Please indicate any file network paths or URLs to supporting documents. | {supportingDocuments} |