

Website Design Brief Template

Company Name:

Contact's Name:

Contact's Position:

Contact Information:

1. Company Profile

Values:

Mission:

Vision:

Additional Information:

2. Project Overview

New Website / Redesign?

Expected Deliverables:

Tone / Voice:

Key Functionalities:

3. Project Goals

4. Target Audience

Age:

Gender:

Values:

Additional Information:

5. Competitors

Competitor 1:

Competitor 2:

Competitor 3:

Competitor 4:

6. Design Requirements

7. Project Timeline / Schedule

Date / Milestone:

Date / Milestone:

Date / Milestone:

Date / Milestone:

Additional Information:

8. Web Design Budget

Requirement 1:

Requirement 2:

Requirement 3:

Requirement 4:

Requirement 5:

Total Budget:

9. Project Deliverables

Deliverable 1:

Deliverable 2:

Deliverable 3:

Deliverable 4:

Additional Information:

10. Hosting and Maintenance
