Web Design Brief

Company Name: De Pablos Velez Studio (DPVS)

# Business and Website Overview

**DPVS is looking to:**

* Do this
* Do that
* Do the other

**Business Overview:**

Answer the following:

* What do you do and how do you make your money?
* How do customers currently buy from your business?
* What makes your business unique within the marketplace?

If it´s a redesign:

* What’s wrong with our current website?
* Have we got enough feedback to make real improvements?
* Will our existing website provider put up any resistance?

# Project Objectives

Goal example:

“We need a new website that helps showcase our business. We operate in a crowded marketplace, but the quality of service we offer puts us head and shoulders above our competition. To show this, we want to use case studies and testimonials that speak to the quality of our service.”

Include measures of success:

1. Success factor
2. Success factor
3. Success factor

# Target Audience/Markets

Outside of demographic and psychographic traits, ask the following about the customers:

* What does their family structure look like?
* What type of car they drive?
* Are they a pet owner?
* What newspaper/magazines do they read?
* Which websites do they visit? And for what purpose?

# The Problem You’re Facing

Goals and objectives focus on where you want to be.

The problem you’re facing, focuses on the here and now.

For example:

* What works with your website vs what doesn’t
* What you like vs what you don’t
* Things you would like to keep and things that can go

# Project Specific Information

Project specific information can be tricky to outline in a web design brief.

* What is it you want to show on your website?
* Do you have experience with a particular website platform?
* Is the content all written out and ready to go?

Other to consider:

* What does your marketing strategy look like?
* Is your branding and brand identity in place?
* Do you have a digital marketing strategy in place?

# Competitor Information

* Name
* Website Link
* What You Like About Them
* What You Don’t Like About Them
* How You See Yourself in Relation to Them

# Website Features and Functionality

* Integrations with a CRM system or mailing list provider
* Trackable contact forms
* Ecommerce functionality
* Member zone or portal
* Subscription model

# Key Pages or Sitemap

What pages do you want on your website?

Most websites consist of at least:

* Home
* About
* Services/Offering
* Blog
* Contact

# Content Requirements

* You don’t want to write the content, and want to hire a copywriter
* You don’t have any content ready, and want your agency to help
* You have a whole bunch of copy ready, and just need it looked over
* Your existing website contains some content you want to refresh
* Photos, videos, etc.

# Calls to Action

# Website Likes and Dislikes

* 3 websites you like and dislike
* Their web address
* What you like and dislike about each of them

# Traffic Generation

# Domain Name and Hosting

# Analytics and Management

Google, SEO, etc

If you want any additional website tools installed, list them out here.

# Project Timescales

|  |  |
| --- | --- |
| Deadline for brief submissions | [date] |
| Invited agencies to present proposal | [date] |
| Agency appointed | [date] |
| Project ready | [date] |
| Go live (if applicable) | [date] |

# Project Budget

Budget range?

# Contact Information

List out the people involved in the project here. This is what you should include:

* Name
* Phone
* Email
* Hours available
* Is it appropriate to contact them?

# Required Response

Date?