

Website Brief

Project Title: ReDesign Project

Team Sleep

10/06/2016

1. Client Contact Details

ACME Awards
info@acmeawards.com
(510) 582-1188

2. Budget & Timing

\$800, Oct. 22, 2016.

3. Project Outline

Need a new website to attract new, young, and hip customers.

4. Websites you like

Things Remembered, CustomInk

5. Your Current Website

What is good about your existing website?	Simplicity, Pictures, Informative
What is bad about your existing website?	Old, Boring, Too much Text, Too many pages
What levels of traffic is it currently receiving? If possible please provide access codes to your statistics trackers.	...
How is your website performing for your objective? (Traffic/ Sales / Response rates/ Leads generated/Reputation):	...
Which host and hosting package do you currently use?	...
Are you happy with your hosting services?	...

6. Website architecture

Website Brief

Do you have a site map?	no
Number of sections:	5
Number of pages:	21
What features should your website have?	<input checked="" type="checkbox"/> Easy-to-update for non-technical people <input checked="" type="checkbox"/> SEO-friendly <input checked="" type="checkbox"/> Ecommerce <input type="checkbox"/> Newsletter <input type="checkbox"/> Members section <input checked="" type="checkbox"/> Email marketing <input checked="" type="checkbox"/> Mobile-ready <input checked="" type="checkbox"/> Photo and media galleries <input checked="" type="checkbox"/> Feedback & contact forms <input checked="" type="checkbox"/> Surveys <input type="checkbox"/> Blog [Other required features]

7. Website design and style

a. BRAND KEYWORD STATEMENT

Acme Awards provides timeless products to returning customers in a family oriented environment with a nostalgic voice, helping them feel reassured and be satisfied.

b.

8. Search engines

Embroidery, trophies, plaques, screen printing, custom design, team uniforms

9. Social Media

Do you have an existing social media strategy?	yelp
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Website Brief

Do you need help with social media profiles setup?	...
Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube)	...

10. Content

What types of content will be on your website – e.g. text, photos, audio, and their current format – e.g. digitized hard copy?	Pictures of different products
What content is now produced?	Text and Images
What new content needs to be produced?	Video
Do you need assistance with producing new content?	...

11. Competition and Niche

List your competitors' websites and other important websites in your market/niche?	iCustom, Kim's Kustom Embroidery
What are they doing well?	Convenience, Fast paced
What are they doing bad?	Pricing, Service

12. Any Other Comments?

Project Manager: Diana
Designer: Josephine & Alex
Coder: Danica

Pinterest: <https://www.pinterest.com/xdee13x/web-design-ideas/>
Asana: <https://app.asana.com/0/192894536484954/192894536484954>