



## website design brief

This form is a useful way for us to get to know your business and your website objectives. The answers you provide will form the basis of your brief to us, so please try and be as comprehensive and precise about your requirements as possible.

### Client details

Business trading name	
Company name & ABN	
Address	
Contact name, phone, email	

### Company overview & website project objectives

1. In a paragraph or two, please provide a brief background to your business (e.g. your location, products, services and markets, approximate size of the business etc.)

2. What are the main marketing and business objectives for the website project? (e.g. target new markets, improve online branding and marketing, streamline business operations etc.)

3. Who is the intended audience for your website? (e.g. any specific market segments, age ranges, regional locations etc.)

### Your design and branding requirements

4. Using simple adjectives and phrases, what are the most important "values" or "image" that you want your website to convey? (e.g. professional, funky, conservative, creative, cool etc.)

5. Which of your **EXISTING** marketing/branding elements must the website incorporate?

- Logo
- Colour scheme
- Fonts / Typography
- Marketing brochures
- Other - specify

6. Which **NEW** online marketing / branding elements will we be required to develop?

- Logo
- Colour scheme
- Fonts / Typography
- Other - specify

7. Can you provide examples of any reference websites that you really like - and why you like them?

### **Your website content**

8. Please provide a brief overview of the content that your website will require (e.g. homepage, contact page, about us etc.)

**9. Will you develop the content and structure of your website or do you require our assistance with this? Do you require copywriting services?**

**10. Which of the following features must the website contain? (See the next section for your e-commerce requirements) Please provide additional details at Question 30**

- Logo
- Blog
- Subscribe to mailing list / marketing information
- Updateable company news / events
- Message board or forum
- Secure area for clients or employees
- Dynamic or multimedia applications eg online quotes, interactive maps or user interface, special promotions
- Audio media clips
- Video media clips

11. Does your website require a Content Management System (CMS) so that you can manage and change the content on the website yourself?

- Yes - website copy (text) only
- Yes- website copy (text) and image uploading
- Yes- website copy (text), image uploading and file uploading

No

12. Do you have your own quality digital images that can be used on the website?

Yes – approximately how many?  No

### **Your e-commerce requirements**

13. Does your website require e-commerce

Yes  No

14. If you answered 'yes' to Question 13, do you have an Online Merchant Account?

Yes  No

15. If you answered 'yes' to Question 13, do you have an account with a Payment Gateway?

Yes  No

16. If you answered 'yes' to Question 15, which Payment Gateway do you currently use?

**17. If you answered 'yes' to Question 13, how many different products do you plan to sell online?**

**18. If you answered 'yes' to Question 13, how many different product categories do you have?**

**19. If you answered 'yes' to Question 13, which currencies will you require for electronic payments?**

**20. Do you have any additional or special e-commerce requirements?**

### **Your website hosting requirements**

21. Do you currently have a website?

Yes       No

If you answered 'Yes' then please provide the website address/es

**22. Do you require website and e-mail hosting?**

Yes       No

23. Do you have any specific requirements for the website development platform (ignore this if you are not sure)?

**Your budget and time frame**

24. Do you have a time frame in mind or approximate date for delivery?

**25. What is your approximate budget for this project?**

**Ongoing maintenance**

*You may be interested in our webmaster service, where for a monthly fee we will be responsible for improvements, changes and updates to your website.*

26. Who will maintain and update the content on your site?

**27. How often do you envisage requiring changes and improvements to your site?**

**Future development**

*Please consider this item carefully. If you envisage developing your site further in the near future, it is very important that we understand the types of changes you may require, to set the site up for improvements. Setting the site up properly at the outset is far more economic than re-designing the architecture at a later stage.*

28. What further development do you envisage for your site in the next 1-2 years?

**29. Do you have an approximate timetable for these improvements?**

**30. Please enter any other information that you feel is relevant to your project here**

Many thanks. We look forward to preparing a proposal for your new website.