



[Date]

## PROJECT BRIEF for

[please insert company name]

## CLIENT CONTACT DETAILS

## ABOUT YOU

**Tell us a bit about you/your company.**

- Overview of what you/your company does
- Brief company history / background

## Project Overview – Website Development

**Let us know what you are looking for**

- Outline the website project e.g. is it a redesign of existing website or a brand / relaunch website?
- Why do you need the website?
- Do you have a proposed budget for the website?
- Will you provide image content or do you need us to source this?
- Who will be the main contact for the project?
- Do you have specific launch / relaunch date?

## Project Ambitions

**What do you want your website to achieve?**

- What are the main objectives on your website?
- Who is your website targeted at?
- Are you looking to attract a new audience?
- Are there any particular features you're looking for to achieve the above?
- What keywords are you looking to have associated with your website?
- Do you have a specific launch / relaunch date/

## Design & Feel

**How do you want your website to look & feel like?**

- Provide us with a bit of direction on how you'd like your website to look
- Do you have any particular creative/design specifications for the website?
- What style of images do you want to use? We can source these for you if required



## Features & Functionality

**Are there any specific functions or features you'd like to have?**

- Do you need any features that might require extra developments e.g. log ins / members' areas etc.?
- Specific functions may include newsletter sign up, blog feed, resource/document download page, donations feature, web store/ecommerce, event calendar, galleries, embedded content etc.

## Inspiration & Competition

**Who do you like and who may be your competition?**

- Send us the link to some websites that you really like with a few notes on why.
- Who are your main competitors? It's always good to know what they're up to and where their App presence may be letting them down.

## Additional Information

**Is there any other information you want to let us know?**

- Do you have wireframes for the website?
- Do you need to involve a focus group to obtain feedback regarding the website/design?
- Do you foresee the website being a one off design or do you expect further development in the functions?
- Are there any other services you require?
- Use this section as a chance to make any additional notes or provide any other useful information that can help us such as sending us information on website that you really like and notes on why.

***Please don't hesitate to get in touch with any questions!  
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