**WEB DESIGN PROJECT BRIEF TEMPLATE**

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| --- |
| CLIENT |
| PROJECT TITLE |
|   |
| CLIENT NAME |
|   |
| CONTACT INFO |
| POINT OF CONTACT NAME | EMAIL ADDRESS | PHONE |
|   |   |   |
| MAILING ADDRESS |  |  |
|   |
| PROJECT OVERVIEW  |
| PURPOSE why would you like a new website? |
|   |
| OBJECTIVE ultimate impact? i.e. sales, lead generation, traffic, online presence, etc.  |
|   |
| TARGET AUDIENCE |
| PROJECT TARGET who are we trying to reach? |
|  |
| BRAND TARGET who does the brand speak to? |
|  |
| DESIRED REACTION what actions do you wish your market to take? |
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| COMPETITIVE ANALYSIS |
| MARKET / NICHE COMPETITOR SITES provide links to competitor sites and other important sites in your industry |
|   |
| DESIGN provide links / explanations of design elements of websites you like |
|   |
| FUNCTIONALITY provide links / explanations of the functionality of websites you like |
|   |
| CURRENT WEBSITE REVIEW |
|  |
| List positive aspects of current site |   |
| List negative aspects of current site |   |
| Current traffic levels |   |
| Current performance levels |   |
| Current host and hosting package |  |
| List any negative aspects of current hosting environment |   |

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| SITE ARCHITECTURE |
|  |
| Does your current website offer a site map? |   |
| Current number of sections |   |
| List of Sections |   |
| Current number of pages |   |
| List of Pages |  |
| DESIRED FEATURES mark all that apply |
|  | Blog |  | Member Log-In |
|  | Browser Consistency |  | Mobile Compatibility |
|  | Clear Navigation |  | Newsletter |
|  | Contact Information |  | Product Visuals and Descriptions |
|  | Crucial Business Information |  | Relevant Website Content |
|  | Easy Navigation |  | Reviews And Testimonials |
|  | Easy To Edit / Update (for the non-tech savvy) |  | Search Bar Feature |
|  | Ecommerce |  | SEO Friendly |
|  | FAQ |  | Security |
|  | Fast Load Times |  | Social Media Integration |
|  | Feedback and Contact Forms |  | Surveys |
|  | Galleries - Media |  | Trendy, Intuitive Design and User Experience |
|  | Galleries - Photo |  | User Accessibility |
|  | Good Error Handling |  | Well Planned Information Architecture |
| OTHER FEATURES list all other desired features not named above |
|   |

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| SITE DESIGN |
| LOOK AND FEEL describe any important design style elements |
|   |
|  |
| Do you have a current style guide? |   |
| If yes, is it important that the site strictly adhere to your style guide?  |   |
| DESIRED AESTHETIC mark all that apply |
|  | Approachable |  | High-Tech |
|  | Authoritative |  | Humble |
|  | Caring |  | Minimalist |
|  | Classic |  | Modern |
|  | Clean |  | Natural / Organic |
|  | Corporate |  | Playful |
|  | Credible / Expert |  | Prestigious |
|  | Elegant |  | Retro |
|  | Exciting |  | Simple |
|  | Fresh |  | Slick |
|  | Funky |  | Sophisticated |
|  | Handcrafted |  | Stark |
|  | Helpful |  | Stylish |
| OTHER DESCRIPTORS list all other desired aesthetic descriptors not named above |
|   |
| SEARCHABILITY  |
| SEARCH PHRASES / KEYWORDS list the top phrases and key words employed to find your site |
|   |
| SOCIAL MEDIA |
| EXISTING SOCIAL MEDIA STRATEGY  |
|  |
| DESIRED IMPROVEMENTS describe any areas of improvement to be addressed within current social strategy |
|  |
| EXISTING SOCIAL PROFILE LINKS  |
|  |
| DESIRED NEW PLATFORMS list any new media profiles you wish to develop and the desired outcomes |
|  |

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| WEBSITE CONTENT  |
| CURRENT CONTENT PRODUCTION / PROCUREMENT describe how current content is produced and managed |
|  |
| CONTENT REQUIREMENTS describe all content needs for new site |
| WRITTEN CONTENT  |
|   |
| GRAPHIC ELEMENTS logos, icons, charts and graphs, etc.  |
|   |
| PHOTOGRAPHY  |
|  |
| MULTIMEDIA  |
|  |
| OTHER |
|  |

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| SCHEDULE |
| SCHEDULE OVERVIEW |
|   |
| IMPORTANT MILESTONES / DEADLINES |
|   |
| BUDGET |
| AMOUNT |
|   |
| FURTHERMORE |
| include any additional critical information |
|   |

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