**[](https://www.smartsheet.com/try-it?trp=11356&utm_source=integrated+content&utm_campaign=/content/project-brief-templates&utm_medium=Web+Design+Project+Brief+doc+11356&lpa=Web+Design+Project+Brief+doc+11356&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)WEB DESIGN PROJECT BRIEF TEMPLATE**

|  |  |  |
| --- | --- | --- |
| 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? | | |
|  | | |

|  |  |  |
| --- | --- | --- |
| 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 | |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 | | | | | |
|  | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | | | | |
|  | | | | |

|  |
| --- |
| 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 |
|  |

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

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |