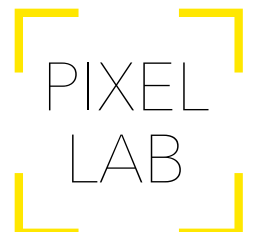


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# **Web Design Brief**

# TEMPLATE

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## 1. Describe your business/organisation

### Project Outline

Is the website for your organisation or a specific product, event, service or offer? Outline what this is.

Why do you need a new website?

What does your website need to achieve: traffic, sales, response rates, leads generated, reputation?

Target audiences – Who is the website aimed at?

Why is your organisation, product, event or service better than your competitors?

Do you have a SWOT or similar analysis framework? (Strengths, Weaknesses, Opportunities, and Threats)

## **2. Your Current Website**

What is good about your existing website?

What isn't so good about your existing website?

What levels of traffic is it currently receiving?

How is your website performing for your objectives?  
(Traffic/Sales/Response rates/Leads generated/Reputation):

**Website architecture**

Do you have an existing website

yes  no

Do you have a site map?

yes  no

Estimated number of sections:

Estimated number of pages:

**3. Search engines (Google etc)**

List the top five search terms (words or short phrases) that people will use to find your website:

Additional relevant search terms:

### Social Media and external services

Do you have a social media strategy?

yes  no

Please list the website addresses of the social media and other external websites linked to this project (eg Facebook, Twitter, Youtube, Ebay)

Are you planning on integrating further social media and other external websites/services? Please list them.

### 4. Website design and style

Describe the style for your new website look and design: (tick all that apply)

- Approachable
- Corporate
- Authoritative
- Credible/Expert
- Elegant
- Fresh
- Funky
- Stylish
- Helpful
- Simple/Clean
- High-tech Modern
- Natural/Organic
- Playful
- Sophisticated
- Helpful
- Caring
- Humble
- Prestigious
- Slick

Other words that describe the style for your new website look and design:

Do you have a style guide or other corporate requirements?

If so detail below:

Do you have any imagery or colours in mind for your website?

**5. What features would you like on your website?**

- Easy to update by non technical people
- High Google (and other searches) ranking
- Business process streamlining or automation
- Shopping cart or other ecommerce
- Optimisation for mobile phones
- Photo and media galleries
- Feedback/contact forms
- Newsletters and signup
- Members only section
- Faster downloads

**5. What features would you like on your website? (continued)**

- Email marketing
- Film/Audio
- Animation
- Calendar
- Statistics
- Surveys
- Film
- Blog

Other required features:

**6. Content**

What types of content will be on your website – eg text, photos, audio, and their current format – eg digitised, hard copy?

What content has currently been produced?

What new content needs to be produced?

Do you have any other related materials such as marketing literature?

### 7. Accessibility

Do you require accessibility compliance such as WCAG 2?

yes  no

Will the site be viewed on any special screen size or device?

### 8. Competition and sector

List your competitors' websites and other important websites in your market/field:

### 9. Websites you like

Provide examples of websites (or parts of websites) you like the design and functionality (of - from any industry):



Other Comments?

**10. Legals**

Are there any legal issues the agency needs to consider?

**11. Website management**

What tasks do you estimate are required to update and promote your website?

Who will be updating and promoting your website?

## 12. Budget & Timing:

What is the estimated setup budget?

What is the required completion date?

Stakeholders:

Who will be involved in decisions regarding the website?

# We'd love to **talk!**



Why not call us to discuss **your** project

020 3633 4694 | [info@pixel-lab.uk](mailto:info@pixel-lab.uk)

