

# Website design brief

## 1. Overview

Company name:

Contact name:

Email address:

Phone number:

Existing website address:

What our business / organisation does:

Our position in the market is:

Our main competitors are:

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Our target audience(s) are:

We have the following brand assets available:

- Logo
- Brand guidelines
- Printed materials such as brochures or exhibition displays
- Style for copy and tone of voice
- Imagery
- Video
- Messages
- Other (please specify below)

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## 2. Website design and function

The type of website we require is:

- |   |   |
|---|---|
| <input type="checkbox"/> Information / Brochure | <input type="checkbox"/> Ecommerce                    |
| <input type="checkbox"/> Lead Generation        | <input type="checkbox"/> Other (please specify below) |

We need our new website to:

- |  |  |
|--|--|
| <input type="checkbox"/> Increase sales and leads                | <input type="checkbox"/> Provide information to existing customers |
| <input type="checkbox"/> Have a better design                    | <input type="checkbox"/> Be easy to update in-house                |
| <input type="checkbox"/> Improve the customer experience         | <input type="checkbox"/> Other (please specify below)              |
| <input type="checkbox"/> Capture / track more data for marketing |  |

A few things we like and dislike about our existing website:

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We will get people onto our new website using:

- |   |   |
|---|---|
| <input type="checkbox"/> Search engines | <input type="checkbox"/> Offline advertising          |
| <input type="checkbox"/> PPC adverts    | <input type="checkbox"/> Events                       |
| <input type="checkbox"/> Social media   | <input type="checkbox"/> Other (please specify below) |

Some websites we like (and why):

Our design requirements are:

Just consider design here, function is covered later.

We'd like these pages on our new website:

You might like to use a separate spreadsheet or website map tool such as [Gloomaps](#) to create this list.

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## We can provide:

- Copy
- Photography
- Videos / animation
- Logos and graphics

## We'll need you to source:

- Copy
- Photography
- Videos / animation
- Logos and graphics

## Our new website should include this functionality:

- |  |   |
|--|---|
| <input type="checkbox"/> Team page                             | <input type="checkbox"/> Social media feeds           |
| <input type="checkbox"/> Document library                      | <input type="checkbox"/> Image gallery                |
| <input type="checkbox"/> Enquiry form (or other types of form) | <input type="checkbox"/> Data capture and export      |
| <input type="checkbox"/> Location maps                         | <input type="checkbox"/> Password protected areas     |
| <input type="checkbox"/> News / blog                           | <input type="checkbox"/> Live chat                    |
| <input type="checkbox"/> Email newsletter signup               | <input type="checkbox"/> Other (please specify below) |

## Our new website needs to integrate with these systems:

If you have web links, documentation, or contact details for the systems please send details with this brief.

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## 3. Ecommerce

If you're wanting to sell online now, or in future, please provide more details.  
Otherwise, feel free to skip this page.

Our preferred ecommerce platform is:

We'll be selling this many different products:

A rough figure is fine here.

Our products typically have these options:

For example colour or size.

Product data can be supplied in this format:

We'd like to use this secure payment provider:

The new website should include these ecommerce specific features:

- |  |  |
|--|--|
| <input type="checkbox"/> Discount codes                        | <input type="checkbox"/> Product bundles / bulk pricing            |
| <input type="checkbox"/> Shipping calculations / free delivery | <input type="checkbox"/> Upsells, cross sells and related products |
| <input type="checkbox"/> Click and collect                     | <input type="checkbox"/> Downloadable products                     |
| <input type="checkbox"/> Abandoned cart emails                 | <input type="checkbox"/> Subscriptions                             |
| <input type="checkbox"/> Multiple currencies                   | <input type="checkbox"/> Product import / export                   |
| <input type="checkbox"/> Inventory management                  | <input type="checkbox"/> Other (please specify below)              |

We'll need the website to have ecommerce specific integrations with:

Examples include stock management, EPOS or CRM systems.

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## 4. Hosting and support

### Website hosting and SSL certificate

- We'd like you to provide hosting + SSL
- We have hosting + SSL and can supply details

### We'd like support with these specific things on our new website:

- Training on updating the website
- Software version and security updates
- Phone and email tech support
- Ongoing support e.g. development and bug fixes
- Backups and restores
- Uptime monitoring
- Specific security or compliance measures
- Service level agreement
- Performance reports
- Other (please specify below)

## 5. Budgets and timescales

Our budget for this project is:

We're asking this many agencies for proposals:

We need the website delivered by this date, for this reason:

Additional notes: