

Web Development Brief

For use in first meeting with client to scope out project requirements



Project title:	Briefing date:
Company:	Budget:
Client name and number:	
Timeline / deadline:	Brief taken by:

PURPOSE & USERS

New site Y/N Re-build site Y/N Re-design site Y/N Minor update site Y/N
Main purpose(s) of the site: > Bring in new clients/customers Y/N > Other, please explain: > E-commerce Y/N > Educational, training, or instructional Y/N > Extend marketing reach Y/N > To offer information Y/N > Launching your internet presence Y/N
Mission statement for website: (e.g. a user can buy paper and search for samples)
General site comments/requirements:
Who are we talking to? Demographics and psychographics. (e.g. Who are they? Why do they need this website? What do we know about them? How do they feel? What do they like? What motivates them?)

DESIGN

Guideline for overall look and feel

Can include list of websites that you like and why you like them (e.g. colours, layout, style, font, etc.)

Fonts: Are any specific fonts required?

Have web font restrictions been explained? **Y/N**

Is a brand standards manual available? **Y/N**

Colours to use:

Colours not to use:

Who will supply the following:

- > Images:
- > Logos:
- > Text:
- > Video:
- > Other:

EXTRAS

Do you want us to register a domain name for your website? **Y/N**

If yes, what domain name(s)?

If no, what are the existing domain name(s):

Do you need web hosting? **Y/N** If no, where will the site be hosted?

Do you want the site to be responsive (designed to be viewed on all devices)? **Y/N**

Do you want somebody to write your website content? **Y/N**

Site-wide unique features (e.g. *scrolling navigation*):

Form requirement: **Y/N** If Yes, where will the form be located and what are the required fields?

What will happen with collected form data? Forwarding? Storage?

Is CRM integration required? **Y/N** If Yes, give details:

Accessibility considerations: **Y/N**

Any third party plugins required (e.g. MailChimp, counters, timeline, etc.)?

Browser support note: Informed **Y/N**

Ensure your client is aware that website development will support the current version, plus the previous version only, of the following browsers: Google Chrome, Safari, Firefox, Internet Explorer, other:

CMS (Content Management System)

Pages/features to be incorporated into the CMS:

Pages **Y/N** Events calendar **Y/N** Downloads **Y/N** Photo Gallery **Y/N** Blog **Y/N** Contact Us **Y/N**
Shopping Cart **Y/N**

Other:

Will there be customisation or modification of existing CMS functionality? **Y/N**

Has it been explained clearly which parts of the site will/won't be managed by the CMS system? **Y/N**

E-COMMERCE

Is an e-commerce solution required? **Y/N**

How many products will be for sale on the site?

Is a shopping cart the best option to sell your product? **Y/N**

Is your company a merchant? **Y/N**

Merchant number:

Bank:

Bank account:

Accounting system you use:

Other considerations:

SEO

Have you explained about search engine registration? **Y/N**

Does your client understand the difference between SEO and SEM? **Y/N**

Will the web pages need to be optimised for search engines so the site is highly ranked in search results? **Y/N**

SOCIAL MEDIA

Is social media presence required? **Y/N**

If yes, with which site(s)?: Facebook **Y/N** Twitter **Y/N** LinkedIn **Y/N** YouTube **Y/N** Pinterest **Y/N** Instagram **Y/N**
Other:

Do you wish to show the full feed or just feature logo buttons that click through to the social media site?

MAINTENANCE

Will you be required to conduct ongoing input and/or maintenance of the website?

Regularly **Y/N** Occasionally **Y/N** Never **Y/N**

Have you explained the difference between ongoing maintenance of the hosting server vs maintenance of the website?
Y/N

SITE MAP

Y/N List of pages and sections that will be present on the site (outline pages required overleaf).

Y/N Sitemap prepared: top level pages, sub-pages, hosted external pages (sketch site structure overleaf).

Y/N Visual presentation (rough sketches) supplied for each page (including description of functionality, dynamic content, moving parts, APIs, etc.) if any information is known at this initial stage.

