Web Design Brief

**What is a web design brief?**

A design brief is an essential document that you produce for your web designer that covers the task at hand, the objectives of the project, the strategic direction of the design and the elements that the website must contain.

Taking the time to create this document ensures that both the client and designer are singing from the same hymn sheet throughout the design process and leaves no room for second-guessing, assumptions and mistakes. As a client, the intrinsic result of writing a good brief is that you have considered in great detail what you want to achieve from the project. Your expectations are far more likely to be realistic and the communication during the process of building your site will run smoothly.



**WRITING A WEB DESIGN BRIEF IS KEY TO A SUCCESSFUL WEBSITE DEVELOPMENT PROJECT**

**How do I write a brief?**

The next stage is to answer the series of questions below. By systematically working through these you will consider everything you need to in order to provide us with enough information to meet, or indeed exceed, your expectations and help you achieve your business goals.

Content and Function

Please use this document to capture the key requirements of your website. Complete all sections as fully as possible, as this will form the basis of a technical specification which will ultimately be used to develop the website. Write in the white areas of the table and it will expand to accommodate your text and images.

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| --- |
| 1. **About The Project:** A brief description of the project and its background |
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| 1. **Purpose of the Website:** |
|  |
| 1. **Who are the Target Audiences?** The target audiences are: Is there a priority audience? |
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| 1. **Website Content Requirements:** Please specify the content areas you would like on the site. |
| * What pages do you want and how many? * How much content is there and when/by whom will it be written? * Do you require certain social integration with your networks? (Flickr, YouTube, Twitter, Facebook etc) * Do you require a Googlemap? * Do you require an online form? * Would you like email hosting? * Do you need E-Commerce (online store) facilities? * Do you need animated photo galleries? * Do you need Video clips (Player)? * Do you need a music player? * Do you have your own photographs? If not, do you need a photographer? |
| 1. **Design guidelines:** Are there any brand guidelines the site needs to adhere to? |
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| **What logos need to be included?** |
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| **How would you describe the desired character/personality of the site?** |
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| **Which similar style sites do you like?** |
|  |
| **What is the colour scheme for your site?** |
| * **Site Background**: * **Content area**: * **Menu**: * **Buttons**: * **Page Heading Titles**: * **Sub Titles**: * **Body Text**: * **Boxes & borders**: |
| **Will the site be text or image led?** |
|  |
| 1. **Timescale:** What deadlines do you have for the site? |
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| 1. **Future Updates:** Would you prefer to make updates to the site yourself (or nominated authors) i.e. have access to a content management system? |
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| 1. **Domain Name and Hosting: Is a domain name already registered?** |
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| 1. **How will you measure the success of the site?**   Will you be requiring web analytics? Page views, visitor numbers etc.? |
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| 1. **What is your Budget?** Build budget: |
|  |
| **Maintenance budget**: |
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| 1. **Sign Off:** What person or group will be responsible for signing off content and design? |
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| 1. **At the end of the day what must the website achieve?** Summarise in one sentence. What do you want your customers to do with the site? (Is it to encourage purchase, to inform or educate? etc) |
|  |

To write the ultimate design brief, however, you can provide sketches of page layouts, of headings, of how you want pages to interact with each other (a site map), where you want certain images placed etc. The more specific you are about your goals the better!

When you have completed this form return it to me at: [karlhotshots@gmail.com](mailto:karlhotshots@gmail.com) thank you.

I look forward to working with you in the near future.

Karlton Chambers.