WEBSITE DEVELOPMENT BRIEF

To be filled by the Client

*Kindly provide as much information as possible. Based on this, we would be able to estimate price and time frame required for implementation.*

PART 1: Basic Information about the Company

* 1. Company name:

|  |
| --- |
|  |

* 1. Company industry:

|  |
| --- |
|  |

* 1. Services / products provided:

|  |
| --- |
|  |

* 1. Existing Corporate website (if any):

|  |
| --- |
|  |

* 1. Registered domain name for the new website:

|  |
| --- |
|  |

* 1. Contact persons:

|  |  |
| --- | --- |
| General manager: | Name: |
| E-mail: |
| Phone: |
| Project manager: | Name: |
| E-mail: |
| Phone: |
| Technical specialist:  (if any) | Name.: |
| E-mail: |
| Phone.: |

PART 2: Website requirements

* 1. Type of Website:

|  |
| --- |
| Landing page  Company profile / corporate website |
| Products / events / promotions website |
| Information / news portal |

* 1. The company's motto (slogan) or advertising phrases to use on the Website:
  2. What impression should the company create from users of the Website?
  3. Target market:

|  |  |  |  |
| --- | --- | --- | --- |
| *Target Groups* | *Description of the TG*  *(Region, sex, age, education, income level, marital status, lifestyle, habits and preferences, etc.)* | *% correlation of target groups on the website* | *What kind of feedback should be received from this TG after website visiting?*  *(Call, email, order, brand awareness)* |
|  |  | % |  |
|  |  | % |  |
|  |  | % |  |
|  |  | % |  |
|  |  | % |  |

* 1. Please select two or three websites that you like and why:

*These sites may or may not be related to your business industry*

|  |  |
| --- | --- |
| *Links* | *Comments* |
| *http://* |  |
| *http://* |  |
| *http://* |  |

* 1. Please select two or three websites that you do not like and why:

|  |  |
| --- | --- |
| *Links* | *Comments* |
| http:// |  |
| http:// |  |
| http:// |  |

* 1. If you already have a website, that you like it and do not like on it?

|  |  |
| --- | --- |
| *Advantages* | *Disadvantages* |
|  |  |
|  |  |
|  |  |
|  |  |

* 1. Does the existing website effectively accomplishes the tasks assigned to it?

|  |
| --- |
| yes |
| no |
| partly |

PART 3: Website Appearance

* 1. Existing elements of the Company's corporate identity:

|  |  |
| --- | --- |
| Logo  *In what format can you provide a logo to the developers of the website?* | EPS |
| AI |
| PDF |
| CDR |
| GIF/TIFF/JPEG/PSD |
| другое |
| Corporate colors | где взять? / цифровое значение |
| Fonts | где взять? / название |
| Other parts of brandbook: что именно? | |

* 1. Can you provide visual content to use on the Website?

|  |
| --- |
|  |

3.3. Is it expected that website developers would choose images content for the Website?

|  |  |
| --- | --- |
| yes | no |

* 1. Do you have special preferences for the color scheme of the Website?

|  |
| --- |
|  |

* 1. What colors cannot be used, on the Website?

|  |
| --- |
|  |

3.6. How would you describe the appearance of the future Website

*(please provide some epithets, for example: strict / elegant / provocative / strong / artsy, etc.)*

PART 4: Content and Structure

* 1. Can you provide text materials for the Website?

|  |
| --- |
|  |

* 1. What kind of information should be on the main page?

|  |
| --- |
|  |

* 1. Please list the main information blocks of the Website:

*For example: Information about the company, Services, Press Center, etc.*

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |
| 7. |

* 1. How often will the information on the Website be updated?

|  |
| --- |
|  |

4.5. How many languages planned on the Website? Which ones?

PART 5: Technical Description

* 1. What functional modules are needed for the Website?

|  |  |
| --- | --- |
| Product catalog | Feedback form |
| News feed | Online assistant |
| Other:  Search engines что именно?  что именно? | |

* 1. How do you plan to update the materials on the Website?

|  |  |  |
| --- | --- | --- |
| Employees of your Company: | IT-specialists | |
| Non-specialists | |
| different departments of the company | |
| Third-party companies or individuals services | |
| Depending on the single tasks and volumes | |

* 1. Do you need search engine optimization on the Website after development?

|  |  |  |
| --- | --- | --- |
| yes | no | not yet decided |

|  |
| --- |
|  |

This brief was filled out by:

*Name, surname, position, contact information*

|  |
| --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |