



Design Brief

Date: _____

Client: _____

Client Contact Person: _____

Client Contact Numbers: _____

Client email address: _____

Purpose and Company Information

This is your opportunity to tell us why you need a website and what you would like your website to achieve. The more information you can provide us here, the better the solution we will be able to provide. Ignore any questions that are not relevant.

What do you need this website for?

Give us your main reasons for needing a new website.

It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. For example, goals that are specific, measurable, achievable, relevant and time-bound. With this in mind, what are the top 5 business needs of your new website? [eg: 20% increase in sales in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months, etc.]

What do you need this website for?

Who Are We Doing This For?

Tell us about your ideal customer. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests?

What are the top 5 reasons your ideal customer will visit your website?

[eg: research product information, get contact details, ask questions about services, pricing]

Design Concept

How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?

Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

Do your competitors have websites?

1	
2	
3	
4	
5	

Are there any other websites in particular that you like the design of? Why?

Do you have any colour preferences, or existing brand colours?

Do you have any colours you do not wish to use?

How many pages would you like your page to have? (About, Contact Us, Gallery, etc.) Please list the pages you would like to have, and give an explanation of what you would like to have on this page.

What Does Success Look Like?

If we were to be celebrating a successful website strategy in 12 months time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.

Additional Comments

What we expect from you. Terms and Conditions.

- We will not be able to begin work on your project until we have received a 50% payment of the invoiced amount, or proof of payment thereof.

- We will need to have all content provided timeously. I.e. All graphics (images/logo/banners etc.) and copy (content) to be supplied by client – work can only commence once we have been provided with all the necessary material.

- You agree that included in the invoiced total are two website 'changes' at no cost. Any further changes that extend outside of what was agreed to in the brief will be charged at R315.00 per hour.
- Any additional web site pages will be charged at R 640 per page.
- Prices of stock imagery is not included in the base price. If stock images are required this will be in addition to the base price.

Date: _____

Name: _____

Signature: _____