**WEB DESIGN PROJECT BRIEF**

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| **CLIENT:** |
| **PROJECT TITLE** |
|   |
| **CLIENT NAME** |
|  |
| **CONTACT INFO** |
| Point of contact name  | Email address  | Phone |
|  |  |  |
| Mailing address  |  |  |
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| **PROJECT OVERVIEW**  |
| **PURPOSE** why would you like a new website? |
|  |
| **OBJECTIVE** ultimate impact? i.e. sales, lead generation, traffic, online presence, etc. |
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| **TARGET AUDIENCE** |
| **PROJECT TARGET** who are we trying to reach? |
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| **BRAND TARGET** who does the brand speak to? |
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| **DESIRED REACTION** what actions do you wish your market audience to take? |
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| **COMPETITIVE ANALYSIS** |
| **MARKET / NICHE COMPETITOR SITES** provide links to competitor sites and other important sites in your industry |
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| **DESIGN** provide links / explanations of design elements of websites you like |
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| **FUNCTIONALITY** provide links / explanations of the functionality of websites you like |
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| **CURRENT WEBSITE REVIEW** |
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| **List positive aspects of current site** |  |
| **List negative aspects of current site** |  |
| **Current traffic levels** |  |
| **Current performance levels** |  |
| **Current host and hosting package** |  |
| **List any negative aspects of current hosting environment** |  |

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| **SITE ARCHITECTURE** |
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| **Does your current website offer a site map?** |  |
| **Current number of sections** |  |
| **List of Sections** |  |
| **Current number of pages** |  |
| **List of Pages** |  |
| **DESIRED FEATURES FOR NEW SITE** mark all that apply |
|  | **Blog** |  | **Member Log-In** |
|  | **Browser Consistency** |  | **Mobile Compatibility** |
|  | **Clear Navigation** |  | **Newsletter** |
|  | **Contact Information** |  | **Product Visuals and Descriptions** |
|  | **Crucial Business Information** |  | **Relevant Website Content** |
|  | **Easy Navigation** |  | **Reviews And Testimonials** |
|  | **Easy To Edit / Update (for the non-tech savvy)** |  | **Search Bar Feature** |
|  | **Ecommerce** |  | **SEO Friendly** |
|  | **FAQ** |  | **Security** |
|  | **Fast Load Times** |  | **Social Media Integration** |
|  | **Feedback and Contact Forms** |  | **Surveys** |
|  | **Galleries - Media** |  | **Trendy, Intuitive Design and User Experience** |
|  | **Galleries - Photo** |  | **User Accessibility** |
|  | **Good Error Handling** |  | **Well Planned Information Architecture** |
| **OTHER FEATURES** list all other desired features not named above |
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| **SITE DESIGN** |
| **LOOK AND FEEL** describe any important design style elements |
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| **Do you have a current style guide?** |  |
| **If yes, is it important that the site strictly adhere to your style guide?**  |  |
| **DESIRED AESTHETIC** mark all that apply |
|  | **Approachable** |  | **High-Tech** |
|  | **Authoritative** |  | **Humble** |
|  | **Caring** |  | **Minimalist** |
|  | **Classic** |  | **Modern** |
|  | **Clean** |  | **Natural / Organic** |
|  | **Corporate** |  | **Playful** |
|  | **Credible / Expert** |  | **Prestigious** |
|  | **Elegant** |  | **Retro** |
|  | **Exciting** |  | **Simple** |
|  | **Fresh** |  | **Slick** |
|  | **Funky** |  | **Sophisticated** |
|  | **Handcrafted** |  | **Stark** |
|  | **Helpful** |  | **Stylish** |
| **OTHER DESCRIPTORS** list all other desired aesthetic descriptors not named above |
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| **SEARCHABILITY**  |
| **SEARCH PHRASES / KEYWORDS**  list the top phrases and key words employed to find your site |
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| **SOCIAL MEDIA** |
| **EXISTING SOCIAL PROFILE LINKS**  |
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| **DESIRED NEW PLATFORMS** list any new media profiles you wish to develop and the desired outcomes |
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| **WEBSITE CONTENT**  |
| **CURRENT CONTENT PRODUCTION / PROCUREMENT** describe how current content is produced and managed |
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| **CONTENT REQUIREMENTS** describe all content needs for new site |
| **WRITTEN CONTENT**  |
|  |
| **GRAPHIC ELEMENTS** logos, icons, charts and graphs, etc. |
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| **PHOTOGRAPHY**  |
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| **MULTIMEDIA**  |
|  |
| **OTHER** |
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| **SCHEDULE** |
| **SCHEDULE OVERVIEW** |
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| **IMPORTANT MILESTONES / DEADLINES** |
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| **BUDGET** |
| **AMOUNT** |
|  |
| **FURTHERMORE**  |
| include any additional critical information |
|  |

**Cheers! :)**