

Writing a web design brief

Tell us about your business/organisation:

- What are your businesses main goals?
- Please provide a potted history of your organisation
- What are your target markets? What are their wants and needs?
- Who are your main competitors?

The Website:

- What do you want your website to do? Why do you want a website?
- What functionality do you require from your website (shop, multimedia etc.)?
- How many pages do you anticipate your website needing?
- Please provide any examples of websites that you like — both for functionality and appearance.
- Is there a proposed launch date that you have in mind?
- What is the budget for your website?
- If you have a website already...
 1. What do you like about it? What would you keep?
 2. What do you dislike about it?
- Do already have hosting? If so when does it expire?
- Do you have a logo/corporate image? Is it in need of a redesign?
- How often do you anticipate updating the site? Who will do this?