Sample Design Brief

Date: [today's date]

Client Name: [customer name]

Client input is the foundation on which successful websites are built. This survey will help articulate and identify the overall goals of site redesign, including specific questions regarding message, audience, content, look and feel. Much as I try to resist the

1   Client Contact Information

1.1 What is the name of your company and current (or intended) URL?

1.2 Who are the primary contacts from your organisation and who has final approval on the design (e.g. do you have a legal department who must approve content)? Please list names, titles, email addresses, and phone numbers.

2   Client Organisation Details

2.1 Provide a brief history of your organisation.

2.2 Does this history play a part in how you operate today?

2.3 Give a brief outline of your organisation's current structure. Number of sites, staff etc.

2.4 What do you think are the strengths and weaknesses of your organisation?

2.5 Can you point to specific successes of your organisation?

2.6 What do you expect for the future of your organisation?

3 Constraints

3.1 What is your approximate budget for this project? This allows me to get a feel for what level of functionality I'll be able to provide. It's not intended as a way for me to bloat your project or my hourly rate in order to extract maximum revenue from you.

3.2 What is your anticipated schedule for this project? Do you have any hard deadlines which must be met (e.g. press launch, trade show)?

3.3 Technology constraints. Do you have any specific requirements for technologies I need to use or interface with?

3.4 Do you have any concurrent projects which will impact this project?

3.5 Do you have other vendors or external agencies that I will need to liaise with?

3.6 How is the project perceived internally? Is this seen as vital and urgent or something the company is 'finally getting round to'?

4 Audience / Desired Action

4.1 Describe a typical user coming to your site. How often is the user online, and what does he generally use the web for? How old is the user and what does he do for a living? (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

4.2 What is the primary "action" the user should take when coming to your site (make a purchase, become a member, search for information)?

4.3 What are the key reasons why the target user chooses your company's products and/or services (cost, service, value)?

5　Perception

5.1 Use a few adjectives to describe how the user should perceive the new site. (Examples include prestigious, friendly, corporate, fun, local, forward thinking, innovative, and cutting edge.)

5.2 Is this different than the current image perception?

5.3 How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

5.4 How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition? Please list competitor URLs.

5.5 List the URLs of any sites, design samples or images you find compelling. What specifically do you like about them?

6 Current Site

6.1 Do you feel your current site promotes a favourable user experience?

6.2 What specific areas of your current site do you feel are successful? Why are they successful?

6.3 What shortcomings exist with your current site and what three things would you change on the site today if you could?

6.4 How important is it to maintain your current look and feel, logo, and branding?

7 Reasons for Redesign

7.1 What are the main reasons you are redesigning your site (new business model, out-dated site, expanded services, different audience)?

7.2 What are your primary online business objectives with the site redesign? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.) Please discuss both long- and short-term goals.

8   Content

8.1 Do you have an existing branding and/or style guide? Will this need to be adhered to on your new web site? Will it need to be adapted?

8.2 Do you have a current web site or marketing materials? Will content from these sources be used for the new site?

8.3 Describe any functions or features that you wish to appear on your new site. For example; contact forms, login, shopping cart, logo, colour scheme, navigation, naming conventions.

8.4 Do you have existing imagery which you wish to use? Do you hold the rights to use this material?

9   Hosting and Maintenance

9.1 Do you have existing hosting in place, do you intend to arrange hosting, or would you like me to arrange hosting for you on my servers?

9.2 Who will be responsible for producing, uploading and maintaining new content? Is new content likely to be added rarely or frequently? If raw content is to be provided by you to me, what format will this be in? Will it need to be copy-edited, proofed etc. before publishing?

9.3 How will you know if the site is a success? Do you have specific targets and/or metrics in place? Will you need me to develop some for you?

10 Additional Notes or Comments