

Memo

1

To

Date 00/00/00

Subject

Website brief

1. Name of the organisation / website:

2. Aims of the website:

- What is the main purpose of this website?

3. Content:

- What is the key message that will be displayed in the website?
- What kind of content will the website have?
- Do you have the content for the website or will content creation be a part of the scope of work?

4. Key products / services:

- What are the products or services offered in the website?

5. Target audience / Main users:

- Who is the main audience?
- Who are the key stakeholders?

6. Target market(s):

7. Competitors or similar websites (list min 2)

8. Website scope:

Design considerations:

- List one or two websites with designs that you like
- What about those websites would you like to be incorporated into your website?
- Could you provide all brand guidelines and other materials that the site needs to match?
- Are there websites you don't like?

Functionality considerations:

- Are there any functionality options that you would specifically like (photo galleries, news feed, contact form)?
- How do you want the submitted information handled? (Email, database, etc.)
- What types of actions do you want your visitors to take on your website? (Download something, get in touch, etc.)
- What features, sections or information do you want emphasized on the site?
- Do you want social integration i.e. Twitter feed, follow us?

Technical considerations:

- Should the site be a CMS?
- Do you have a current idea of a site map?
- Do you need multi-language support?
- Are there any functionality options that you would specifically like (photo galleries, responsive site, news feed, contact form)?
- How do you want the submitted info handled? (email, database, etc.)
- Do you have a Google Analytics account? If not do you need one?
- Where is your website hosted? Do you plan on or need to move to a new host provider?
- Can you provide usernames and passwords?

9. Timescale

10. Budget

11. Other

- What is the approval process?