
web development & web design

b r i e f

Web Development is a broad term for any activities related to developing a web site for the World Wide Web or an intranet. This can include e-commerce business development, web design, web content development, client-side/server-side coding, and web server configuration.

Web Design is a process of conceptualisation, planning, modelling, styling and execution of electronic media content for delivery via the Internet.

A **Design Brief** is a written explanation - given to a designer - outlining the aims, objectives and milestones of a design project.

A thorough and articulate **web development and design brief** is critical to the process of creating a new website. It helps develop trust and understanding between you and us - and serves as an essential point of reference for both of us.

Above all, the web development and design brief ensures that important development and design issues are raised, considered and resolved *before* web construction commences.

Company details:

Company name:

ABN:

Address:

Phone:

Fax:

URL:

Key contacts:

Name:

Position:

Phone:

Email:

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So, what does your company do – what sector do you operate in:

Tell us about your company/brand:

The scale of your company – size, total revenues, online revenues

Why do you want a new website:

What are your aims and expectations for the new website:

When do you need you new site to be "live":

Your main target audience – geographic and demographic:

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List your major competitors – online and offline:

Direct online competitors:

- 1.
- 2.
- 3.
- 4.
- 5.

Indirect online competitors

- 1.
- 2.
- 3.
- 4.
- 5.

Offline competitors

- 1.
- 2.
- 3.
- 4.
- 5.

Other competitors not covered above:

- 1.
- 2.
- 3.
- 4.
- 5.

Stats – please provide access details for your web statistics:

Benchmarks – how will you measure success:

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Positioning – how do you want to be seen by the market:

What makes you different – your unique sales proposition:

Underlying design themes:

If your company was a car brand, what would it be:

If your company was a beverage brand, what would it be:

How would your clients and competitors describe you:

Tone of voice – friendly, informal, formal:

Mandatory design considerations – colours, logos, fonts – graphic standards:

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Provide examples of other promotional materials and advertising:

“Call To Action” – what you want visitors to do:

What do you like about your current website:

What don't you like about your current website:

List five websites that you really like:

Resources available – images, content:

Concurrent marketing activities:

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Functionality – what must the website be able to do:

Content – list the major subjects that the site will address:

Logos and imagery – provide

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Key dates and development schedule summary:

Initial draft design brief Date TBA

Final design brief

Commence initial design development

Initial draft designs for review

Preferred design selection

Fine tuning of preferred design and final approval

Commence website build

Commence content development

Commence uploading content

Complete content upload

Testing, fine tuning

Site goes live