**Website Design Brief**

**DATE:**

**BUSINESS NAME:**

**BACKGROUND INFORMATION**

**1a. Do you want to create a new website or replace an existing one?**

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**1b. If you are replacing an existing one, what is the website address?**

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**1c. Do you have a preference for a website platform? (E.g. WordPress?)**

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**1d. What is your motivation for getting a new / replacing your website?**

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**BUSINESS INFORMATION**

**2a. What products/services does your business provide?**

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**2b. What are your main business objectives?**

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**2c. What are your main business challenges?**

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**2d. What are your upcoming business opportunities?**

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**TARGET AUDIENCE**

**3a. Who is your ideal client/customer?**

Describe them in terms of gender, age, family status, income, geographic, lifestyle etc.

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**3b. What problem/s are you solving for your target audience?**

In other words, how is your product/service helping them?

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**POSITIONING**

**4a. What makes you unique and why would your audience choose you?**

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**4b. What words best describe how you want to be perceived**

E.g. Credible, trusted, exciting, fun, quirky, educational, approachable etc.

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**4c. Who are your direct competitors?**Include their website URL’s.

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**FUNCTIONALITY**

**5a. Who is going to write the new content or edit the existing content for the new website?**

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**5b. What is your main Call to Action for the website?**

What do you people to do when they get to the site e.g. buy, download, call etc.

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**5c. What specific website functionality must you have on the new website?**

E.g. online shop, blog, resources to download etc.

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**DESIGN**

**6a. What design assets must be retained?**

E.g. logo, style guide, colour scheme etc.

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**6b. Are there any design assets that you would like created for you?**

E.g. new logo, style guide, new colours, characters etc.

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**6c. Are there any websites (in any industry) that you really like the design of?**

Include the website links and explain what you like about each.

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