

Web Design Brief

Design Brief.

We begin each project with a briefing process to clearly identify your objectives and expectations. The briefing process gives us the best chance of producing work that fulfils your expectations. This document outlines the details that we seek during the briefing process. Some of these details may be irrelevant to some projects.

This document contains the following sections, each of which needs to be completed and agreed before the final specification is created and development begins:

1. **The organisation**, client description – an overview of the business and operations of Client name, this will help to position the new site and enable design and structuring of the site architecture.
2. **Your existing website**, an overview of a pre-existing site that you would require to be updated.
3. **The requirements for your new website:**
 - 3.1 General, site objectives – the objectives for the site, and how it fits into the overall sales and marketing approach for Client name
 - 3.2 Preferred Domain Names
 - 3.3 Hosting – describing the hosting requirements or arrangements and any technical dependencies or restrictions for the development,
 - 3.4 Look and feel
 - 3.5 Search engine optimisation
 - 3.6 Future development
 - 3.7 Content, functions and features – the functions and features required for the site, based on an agreed definition of the desired outcomes and services to be provided.
 - 3.8 Functionality
 - 3.9 Programming language restrictions
 - 3.10 Third Party Services.
4. **Promotion**, additional areas of interest that our company can offer you.
5. **Additional Information.**

1. The Organisation.

1.1 Contact Details:

Please state the contact details for you and your organisation:

Organisation name:
Address:
Telephone no:
Email address:
Website address:

People involved in the project.

Name:
Position:
Phone:
Email:

Name:
Position:
Phone:
Email:

Name:
Position:
Phone:
Email:

1.2 Your Organisation:

Tell us about your organisation

...And if you had to describe the personality of your organisation using five or ten words (e.g. young, vibrant, technology based, etc.), what words would you use?

What products or services do you specialise in?

What size company are you?

Who are your competitors?

2. Your existing website

When was your website built?

What is good about the website?

What is bad about the website? (e.g. old colour schemes, outdated design, low traffic levels, etc.)

Who hosts the current site? Would they be able to provide FTP details?

What levels of traffic is it currently receiving?

Who is responsible for updating the website?

3. The requirements for your new website

3.1 General

What are the key objectives for your website project?

Please state the budget range for your project?

< R5000
R5000 – R10 000
R10 000 - R50 000
+ R50 000

When would you like the website to go live?

3.2 Preferred Domain Names.

Please provide 3 or 4 domain names that you would like.

3.3 Hosting

Are you happy for Itopia to host your website?

3.4 Look and feel

Do you have an existing brand identity (e.g. logo, corporate colours, corporate typeface used, etc.)

What general type of look and feel are you looking for in your new website?

What are your preferred colours in palette (e.g. bright, subtle, etc.)?

Please state three or four websites that you like. Not necessarily competitors or sites related to your industry – just a few example sites that you like the colour schemes of, the navigation, etc. Please indicate why you have chosen them.

The use of flash and heavily action scripted animations take longer to create. Please see table for pros and cons of the use of flash.

PRO'S of using Flash	CON'S of using Flash
Greater user interaction	Not Search Engine friendly
More classy site	makeup time is longer
Can be used to Illustrate processes and concepts	

3.5 Search engine optimisation

The content will be edited to ensure it contains appropriate key phrases, and page titles, names and descriptions will be created to achieve SEO.

What are the main 'phrases' or search terms that you need your site to be found under:

3.6 Future development

What features or activity may be required of the site in the future, this may influence the way the site is designed now.

3.7 Content

What sections do you want on your website? (e.g About Us, Services/Products, Clients, Case Studies)

Will you be able to provide all text copy and images?

3.8 Functionality

Please indicate (with a 'X') the areas of functionality you are interested in:

<input type="checkbox"/>	*Content Management	<input type="checkbox"/>	Message board
<input type="checkbox"/>	Registration/Member log-in	<input type="checkbox"/>	Other (please specify below)
<input type="checkbox"/>	News and PR management	<input type="checkbox"/>	
<input type="checkbox"/>	Newsletter/email list sign up	<input type="checkbox"/>	
<input type="checkbox"/>	E-Commerce	<input type="checkbox"/>	
<input type="checkbox"/>	Interactive maps	<input type="checkbox"/>	
<input type="checkbox"/>	Online booking system/reservations	<input type="checkbox"/>	
<input type="checkbox"/>	Content advertising	<input type="checkbox"/>	

* If you have indicated that you would like updatability, then please state which areas you are interested in updating on your website: (Please note that client can also have the ability to update their own sites however this may increase the cost.)

3.9 Programming language restrictions

Does your web hosting company or internal servers restrict you to a particular programming language? (e.g. Microsoft only ASP or Open Source PHP)

3.10 3rd Party Services.

Please indicate (with a 'X') We can offer the following services for you at an extra cost:

<input type="checkbox"/>	Photography	<input type="checkbox"/>	Audio
<input type="checkbox"/>	Corporate Identity	<input type="checkbox"/>	Illustration
<input type="checkbox"/>	Videographer	<input type="checkbox"/>	Copy Writing

4. Promotion

Please indicate (with a 'X') any additional areas you are interested in?

<input type="checkbox"/>	CD-ROMs	<input type="checkbox"/>	Banner advertising
<input type="checkbox"/>	Search engine optimisation	<input type="checkbox"/>	
<input type="checkbox"/>	Email marketing	<input type="checkbox"/>	

5. Additional Information

Please provide any additional information below:

Please return the completed questionnaire by email/fax.

Tel: +27 21 685 4642

Fax: +27 21 685 4514

Email: info@itopia.co.za

Website: www.itopia.co.za