

Website Design Brief (Example)

1. Aims of the site

The website is to be an online brochure for our new company. The primary aim is we want to increase enquiries for our core services of x, y and z. Secondly, we want to grow our database of clients so would like any ideas of how to do that from newsletters, competitions etc. We will also need enquiry forms sent to different email addresses within our company.

2. Design Ideas

We have an existing logo and would want colours to work well with those – mainly yellow! It is to look professional, very modern but friendly and imagine it being around 12-15 pages in size.

3. Features.

We would like a news feed on the homepage, contact enquiry forms tailored to various services and a photo gallery of our projects that people can scroll through.

4. Existing Websites

The following websites gave us ideas about the sort of image/look that our company is looking for:

Sites we like (Usually 2-3 examples with any notes you think useful).

www.example.com – modern, powerful, strong, impressive, clear, good pictures, interesting
www.anotherexample.co.uk – modern, right idea (although could do without the music!), corporate, clear but upbeat. We like having a picture to click on for all the deals.

Sites we don't like (optional)

www.utter-rubbish.co.uk – boring, staid, very English (as opposed to International)
www.nastyhomepage.com – good image & info but muddled, too much going on, hate mini boxes inside pages that you have to find different scroll to move down the text.

4. Website Sitemap Outline

These are the main pages of the website that describe the overall structure:

- Homepage - Brief summary
- About Us – history / overview / location.
- Our Clients
- Our Services - 3 pages detailing our services.
 - For Clients
 - For Applicants
 - For Agents
- Industry Focus
- Our Team – small profile for all our Happy Shiny Team.
- Application Page – detailed application form.
- Business Blog
- Links Page
- Sitemap
- Contact Us – contact form and address details.