# Website Brief: Template

# Web Design Brief for [Insert Company Name]

## 

## 1. Background

### A Short Overview

[Insert Company Name] is…

* Who are you?
* What do you do?
* A little bit of history/background?

*\*If you’re a start-up, imagine you're writing an elevator pitch; can you get the most important points across in 75 words or less\**

## 2. Budget and Deadline

*I mean, it’s best to get this out the way right?*

*You can save time and energy for both you and the agency if you provide your budget, the agency will instantly be able to tell you that****A) this budget is unrealistic for what you want to achieve and we can't work with you or   
B) this sounds great, we'll provide a proposal for you to review.***  *Which puts you as a client in a much better situation moving forward either way*.

*We understand you may not know exactly, but outlining your budget, even specifying a price range, however vague, and an estimated deadline can in turn bring a more detailed and more accurate quote in response. You may be trying to launch the new website inline with a new product launch, opening, or seasonal event, so we can let you know if your vision is realistic within a certain timeframe.*

## 3. Your target audience

*This is crucial for our process in understanding the user. If you’re an existing brand, you may have some of this thinking in-house already, you should have a think about?*

* Who are we designing for?
* Who will be using the website?
* Why are they visiting the website?
* Try and describe your ideal customer
* Go deeper into demographics, e.g. age, income, education and employment

If you have specific demographic data, even better! This could come in the form of Hotjar, Google Analytics, Search Console etc.

## 4. Your current website

*If you have an existing site or an old site that hasn’t seen the light of day for years, we want to hear the good, the bad & the ugly:*

* What is working?
* What’s not?
* What needs to be improved?
* Are there any elements you’d like to retain?

More often than not, it’s very clear to us what these are, but there may be key things you’re looking for more or less of… But please, remember to let us know the URL 😉

Some design elements are subjective, so we'd like to hear your opinions early on in the project to see if we are on the same path. Don't worry, they don't have to be technical opinions.

## 5. Main Aims and Objectives

*Aside from looking great, we want to know the overall goals of your new site and your vision, what are the objectives of your new site? They could be:*

* To increase brand awareness
* To increase customer engagement
* To promote anew service/product
* To generate more sales
* To have a more simplified user experience
* To rank better in google

*You may already be a step ahead and know exactly what you're expecting with your new site, you may even have a new sitemap planned - brilliant! The goals of your new site may be pretty straightforward, but once we’re clear on your website goals - you can leave it with us!*

## 6. Website Competitors

*It goes without saying that you probably know your market better than we do (we’d hope so anyway!)*

*Although we do a thorough research phase into competitors and similar industries, it’s great to get your opinion and any insight you may have. You need to decide, are you trying to* ***stand out from the crowd,*** *or fit in and* ***play it safe?*** *There’s no right or wrong answer, it's all dependent on what you want to achieve! You should create a list on your competitors and give your opinions of elements such as:*

* What are they doing right?
* What are they doing wrong?
* Do you like the look and feel?
* Does the layout give you a headache?
* Do you like some of their functionality?
* Do you like a certain animation?

## 7. Website you like

*Looking at sites is not limited to competitors or even sites that operate in your industry. You may already have a list of websites you aspire to or like certain elements of. We’d LOVE to hear them! Give a few examples of sites that you like and explain why, for example:*

* Colour Scheme
* Navigation
* Typography
* Animation
* Is it clean and minimalistic?
* Is it experimental?

Ultimately, **What does a successful website look like to you?**

## 8. Web Content

*It's good to think early on about how you’d like to populate your new site, don’t leave this till the very end!*

* **Will you be providing the new content for your site?**
* **Are you using existing content?**
* **Do you have photography and/or videography already?**

If the answers to the above are, **Nope**! We know this is an arduous task and we can help you with this…

From finding stock photography, copywriting, art directing photoshoots, videographers & illustration, we can do this whole process for you. We find a lot of delays in creating a website are in relation to content creation and changes, so finding out who and how you're doing this at the start is a great idea to let the whole process run smoothly.

## 9. Branding and Marketing

*Your site should be an* ***extension of your brand*** *so we pay close attention to any guidelines we must adhere to. If applicable, please provide us with:*

* Your logo (including relevant source files such as EPS or SVG format)
* Your brand colours
* Your brand typography
* Any brand guideline document/deck you may have

### Brand Direction

Part of designing a website involves brand direction - even if you need to keep a logo, we can transform the look and feel of your brand through colour, typography etc. If you’re open to this, this is helpful for us so we can design with a fresh set of eyes and with no limitations:

* How far can we push your brand?
* Do you want to update the colours?
* Do you want to update the typography
* Do you have certain assets you’d like to use such as illustrations or photography?

We may be able to answer these questions for you but it’s important we’re all on the same page. We mustn't forget about your branding in web design.

**Even better so, we offer branding as part of our services here at Shape, so if a full rebrand and web design is something you’re after, we can certainly help you in that department. ✅**

## 10. Technicalities

*Outlining any specific technical requirements you have or we should know of is super important to avoid any delays in the process.*

Make a list of the functionality you’d like on the website. For example:

* Does your site need to integrate with any other systems, such as client login areas or databases?
* Does your site need to hit WCAG Accessibility requirements?
* Will your site need to be multilingual?
* Do you need to integrate a location map?
* Will you need an online payment function?
* Are there any third-party integrations we need to be aware of?
* The list goes on…

**There are many things to consider which may be insignificant to you but huge to us, especially factoring specific functions into development. We need to get really clear on the scope, to help give the most accurate proposal possible!**

## 11. Website Support

*It's also good to know how much help you need with the site* ***after*** *it's been built. Your website is made up of lots of code, images, files & folders - all that sort of fun stuff, so they need somewhere to live, that's where hosting comes in!*

* Will you require web hosting?
* Do you own or domain or want to acquire one?
* How much on-going support or maintenance do you think will be required for the site?
* What might you need help with moving forward? (which we call [Shape Support](https://madebyshape.co.uk/shape-support/)) or [Organic SEO Services.](https://madebyshape.co.uk/search-engine-optimisation/)

*Every client is different, some are new on this journey and haven't built a website before. Some clients have in-house content marketing teams that look after the site and just need technical support. And some clients want us to manage everything and suggest improvements consistently to improve growth. Please let us know what you support you'd like or a monthly / yearly budget you have to work with, and we can let you know what's achievable for that.*

## …And that’s all folks

A good website brief isn’t hard to write - especially when you’ve got this handy template like this to work with 😉

And that’s it! Yes, that's a lot of information but hopefully, it can help you write that killer web design brief! In summary, the more information that you can provide your design agency with, the quicker you will get a detailed response, and the more accurate the costing and timescales will be.

If you’re still unsure or just need a hand, here at Shape, we’re no strangers to helping with a brief to understand your vision. Just drop us a message if you’re stuck, we’d be more than happy to help!

### Are you looking for a web design agency you can trust? [Get in touch](https://madebyshape.co.uk/contact/) with us at Shape to chat about your website project today, we’d love to help! [hello@madebyshape.co.uk](mailto:hello@madebyshape.co.uk)