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SAUCEDESIGN

YOUR WEBSITE DESIGN BRIEF

INTRO

A web design brief is a written explanation for Sauce Design—it outlines the aims, objectives and milestones of your web design project.

A clear and thorough brief is the first and one of the most important parts of our design process. Not only does it help to fully scope the project, it is also an essential point of reference for both you and Sauce Design. A well-written brief develops understanding of the project and confidence that you will achieve the result you are after.

Perhaps most importantly, the brief ensures that significant design issues are considered and questioned before our designer begins any work, and therefore before your meter is running!

SOME IMPORTANT FACTORS TO CONSIDER WHEN WRITING YOUR WEB DESIGN BRIEF:

- 🗨️ What's the background of this website or project? Why is it being done?
- 🗨️ What does your target market/audience think about your business, products and services or this project? Is there anything we should avoid?
- 🗨️ What do you want your website to accomplish and how will you measure success?
- 🗨️ What are the most important things you want your website to convey to your audience?
- 🗨️ What is your budget? Will you need any additional or ongoing services after the site is published? (e.g. website hosting; CMS training; support; content entry; system upgrades, updates and backups)
- 🗨️ All sites require hosting, and a standalone site will require security and system upgrades from time to time

YOU ALSO NEED TO SPECIFY YOUR REQUIREMENTS:

- 🗨️ What are the mandatory elements your site needs to include, such as the client's logo, location, phone number, promotion, service, or specific site functions etc? List everything carefully and inform us if there are any mandatory styleguide requirements for your brand
- 🗨️ How soon is this needed? When do you expect it to be done? List all required delivery dates and if there is any downtime (e.g. if you will be unavailable for proofing/approval at any time) in the timeline
- 🗨️ Who is the contact for the project? Who will have the authority for proofing / signing off / approving?

BUSINESS CONTACT DETAILS

*** These details are required, please fill them in**

Registered business / company name:

Trading name:

ABN

Type of business:

Sole Trader Partnership Organisation Trust Company Other:

Primary contact name: (Business owner/person with sign-off authority only)

Contact number:

Contact email address:

Business address:

Accounts payable contact person:

Accounts email address:

Accounts contact number:

Accounts billing address:

Website address: <http://www>:

If you don't have a domain name list 3 of your preferred domain names:

What's the title of your project?

Please note we do not accept credit card payments. Payments can be made via direct bank deposit or cheque

YOUR COMPANY PROFILE

Please provide a short outline of your organisation or company. The more relevant information you can give here, the better the understanding we will have of your industry sector. Tell us: What do you do; How long you have been around; What is your niche market;

How would you describe your company / organisation's personality? e.g. conservative, classic, quirky, adventurous?

WHAT ARE THE AIMS / VISION FOR THE NEW WEBSITE

Good design can be a great influence on a company's success; by setting clear goals you ensure that is what you will get. For example, are you looking to: Generate sales; Encourage enquiries / leads; Get more subscribers; Target a specific audience; Find out information from your audience; Encourage positive word of mouth?

WHAT IS YOUR TARGET AUDIENCE ON THE WEB

Give us some details of who is your target market / audience for this website. Do you have any secondary or tertiary audiences? Explain if you are looking to unite / reaffirm your existing client-base or appeal to new markets. Other demographics about your markets that may be useful to us include: Age; Sex; Income; Occupation; Location

WEBSITE DESIGN REQUIREMENTS

Describe the intended look and feel of the site (corporate, modern, fun, elegant), will it follow your preexisting company brand identity or will it have a different purpose and style? Please send examples of any existing design material currently used or a corporate style guide.

List any specific design requirements: colour schemes (PMS/RGB/HTML), logos, existing graphical elements, imagery, fonts

List examples of websites that you like

List examples of websites that you DON'T like

Please specify roughly how many pages or sections you expect your site to include:

Please outline the pages required i.e. Home, About, Services, Contact - **or please provide a detailed sitemap include top level pages and sub pages**



