

WEB DESIGN BRIEF

Client Project Brief Template

Client [Client Name]	Job [Project Type] Design Brief	Date [Date]
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1 · PROJECT DETAILS

New website or redesign?	If Redesign: What is the #1 thing the current site is NOT doing? (e.g., hard to update, not mobile-friendly, slow).
Why do you need a new website?	If New: Is there an existing domain/hosting or are we starting from scratch? <i>[Describe the business need and purpose of the website. What specific problem does it solve for your business?]</i> As a [permanent/temporary] project, the site will have a [duration] lifetime. At this stage, please plan for [timeframe] 'live' phase.

2 · TARGET AUDIENCE

Who is the target audience?	Primary Audience: <ul style="list-style-type: none">• [Primary audience demographic 1]• [Primary audience demographic 2]• [Primary audience demographic 3] Secondary Audience: <ul style="list-style-type: none">• [Secondary audience 1]• [Secondary audience 2]• [Secondary audience 3]
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3 · GOALS & DESIRED FEEL

What do you want them to do / feel when they arrive?	We want them to feel they are part of: <ul style="list-style-type: none">• [Emotion/feeling 1]• [Emotion/feeling 2]• [Emotion/feeling 3]• [Emotion/feeling 4] We want them to access, review and be able to [specific action 1], [specific action 2], and [specific action 3] on the website. Ultimately, we want the site to represent [overall goal/positioning] and all communication channels (social, eNewsletters, emails etc) will be driving traffic back to specific areas on the site.
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Inspiration websites

Are there any websites you have seen which fit a similar profile (look & feel, or functional examples)?

- [Website URL] — [reason why you like it: layout, functionality, design elements]
- [Website URL] — [reason why you like it: specific features or approach]
- [Website URL] — [reason why you like it: user experience elements]

4 · BUDGET & DELIVERABLES

Budget range?

[Budget range or "Limited — please provide estimate based on brief and proposed wireframe"]

Specific Deliverables

- Web design concepts x[number] for client review
- Front-end development
- [CMS type] or similar content management system
- Website testing
- [Duration] hosting and site maintenance
- [Duration] ongoing support
- Project timeline and strong 'end-to-end' project management

5 · ADDITIONAL REQUIREMENTS

Anything else you want to share?

The site should:

- Use a [template/custom] approach to help [keep costs down/meet specific needs]
- Be [simple/complex] with [limited/extensive] pages and sub-pages
- Must be easily managed and updated by [team member/department]
- Have direct links to each page to support social post linking
- Have a responsive design — respond to the user's behaviour and environment based on screen size, platform and orientation
- [Language requirements — Google Translate, multilingual, etc.]
- Enable social sharing ([platforms]) / email options across all content
- Print / download functionality for [document types]
- Display of social channels: [list platforms]

We would also like to add:

- Estimate to be based on proposed wireframe
- Intuitive CMS
- Functionality to allow for future expansion if required
- All content will be developed by [team/agency] and provided to [recipient] for upload
- Please cost separately for webform i.e. so site visitors can [specific form functions]

eCommerce requirements (if applicable):

- Product catalogue with approximately [number] products
- Shopping cart and checkout functionality
- Payment processing: [methods required]
- [Other eCommerce specific needs]

6 · TIMEFRAME & SITE STRUCTURE

Timeframe

1–2 Months

Site Structure	<p>Navigation Bar to include the following tabs in order of:</p> <ul style="list-style-type: none"> • Home • [Main page 2] • [Main page 3] • [Main page 4] • [Main page 5] <p>Sub-navigation or additional pages:</p> <ul style="list-style-type: none"> • [Sub-page 1] • [Sub-page 2] • [Sub-page 3] <p>Navigation bar to include Social Platform links (top right corner) to:</p> <ul style="list-style-type: none"> • [Social platform 1] • [Social platform 2] • [Social platform 3] • [Social platform 4]
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7 · SPECIAL FEATURES & FUNCTIONALITY

Custom Feature Name	<p><i>[Describe any special functionality like project trackers, booking systems, member areas, etc. Include specific requirements about placement, visibility, and functionality.]</i></p> <p>The [feature name] will sit directly on the [page location] and will be automatically visible to those who visit the site. They will not need to scroll beyond the 'page fold' to see it.</p> <p>The aim of the [feature] is to [specific purpose and goals].</p> <p>For example, [provide a concrete example of how it should work, including any visual elements, interaction patterns, or data display requirements].</p> <p>We would also like [additional feature requirements or customisations].</p>
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8 · DESIGN

Design Concepts	Please provide up to x[number] design concepts for the [project type] for our review, input and approval.
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9 · CONTACT INFORMATION

Primary Contact	<p>[Primary Contact Name]</p> <p>[Role/Title]</p> <p>[Email address]</p> <p>[Phone number]</p>
Additional Stakeholders	<ul style="list-style-type: none"> • [Decision maker name and contact] • [Technical contact if different] • [Content manager contact]

