

Project Brief — Website design

Client information

Name of your organization.

Describe what your organization does.

Enter your contact email address. Note: I will use this email to send design files and communication in the process. Include other ways to contact you and preferences.

About the project

What are we designing? Landing page, one-page, multi-page or an e-commerce website?

What's the goal of your website?

Who's the target audience?

What pages should your website have?

What's the desired look & feel of the site? Provide image files, links to website design examples you like.

List specific functionalities you wish your website to have.

Is there anything else you would like to share?

Project setting

What is your budget for this project?

Will you be providing visual identity resources? (e. g. brand guides, text copies, images)

When do you need this project finished by?

Who will be responsible for signing off each aspect of this project?

Is there anything else you would like to share?

Other

What needs or goals is your current website failing to meet? Answer only if a redesign project is underway.