

Initial Brief – Website

Client:
Project:
Date:

1. About

General presentation and business sector (Who are you?)

Your organization/company mission (Why?)

Positioning (How?)

Products and/or services (What?)

2. The context

Target audience (Age, profile, areas of interest, etc.)

What devices do they use? (Desktop, laptop, tablet, mobile)

How do users find your website? (Social media, campaigns, word of mouth)

What accessibility needs do your users have?

Competing brands (List companies with their websites, if possible)

Your differentiating factor (What makes you stand out from the competition)

Websites and brands that inspire you (From any industry, explaining why you find them inspiring)

Analysis of current website (If possible, share any analytical data from your current site, such as number of visitors, pages visited, bounce rate, etc.)

What about your current site *doesn't* work?

What about your current site *does* work?

3. Goals for new website

What are your expectations and goals for the project?

What kind of experience are you hoping to provide users?

What's your website's main call to action (CTA)? (The section a user must visit or action they must take)

What look and feel do you want for your new website? What do you want users to feel when navigating your website?

4. Deliverables and technical information

What are the pages you think your website should have? (Homepage, About, Services, etc.)

Language(s) of website?

Website domain name?

Site hosting? (What server do you currently use? Can we have access to it? Or should we provide you with a solution?)

Does your website have any specific functionalities? (Filters, newsletter, calendar, search tools, interactive map, form, etc.)

Will there be a CMS? (Content management tools)

If yes, do you have a preference for the type of CMS to be used, and do you require a document explaining how to use CMS? (On top of training that's already included)

Are there any APIs, websites, or apps to connect?

Schedule: Does the project need to be completed by a specific date?

5. If you have any additional relevant information to share with us, please include it here: