



IMAGE & DESIGN STUDIO
MEDIA • DESIGN • ADVERTISING

WEBSITE DESIGN BRIEF

Note: This is an interactive PDF form. After completing the form, click on submit at the end to email to Image and Design Studio.

The Process

Before any development work can begin on your site, you will need to complete this brief, write content for the website and collect all the images and illustrations that you want to use for your site (we're more than happy to help with this if you're unsure how to go about it).

All content (copy) for your website should be provided in an unformatted text document, Microsoft Word document, or tabular data in an Excel spreadsheet. All images should be provided unmodified, original hi-resolution images in a JPG, GIF, TIFF, BMP or PSD format. Depending on their size, images can be emailed or may need to be burnt to a CD and dropped off or posted to us. Graphics & Logos should be provided as vector graphics in a PDF, EPS or AI format.

Website Design

Following approval of our quote (based on the brief) we ask for a 50% deposit up-front so we can commence website development. We then take any promotional material you have and within two weeks, create a graphic design concept for your website. We'll place this in a temporary location online for you to have a look at and then discuss with you any changes you wish to make. Once the design concept is finalised we can then move on to constructing the website.

Website Construction

Over the next week or two (depending on the size of the website) we will create the website based on the graphic design concept and continually place it in the temporary location for you to monitor its progress.

At the conclusion of the website development process, we'll ask you to review the entire site and tell us of any changes you wish to make. We then optimise the website for cross browser compatibility and Google Search Engines. The website is then uploaded to its final location on payment finalisation.

Client Contact Details

Your name:

Your Business Name:

Business Address:

Suburb/City:

Email:

Contact Telephone:

The Brief

(1) What is your business name (please include a brief summary of what you do):

(2) Industry background (provide as much information on your industry segment including competitors and their web sites as possible)

(3) Describe the target audience* for your web site:

* Detail your primary, secondary and tertiary audiences. Explain if you're looking to consolidate your existing client base or appeal to new markets. Detail any demographic figures about your audience that may be useful including; age, sex, income, occupation, location etc.

(4) Do you have a graphic identity for your business? e.g. logo, stationery, brochures, etc.

Yes, already set up Not now, but will have

(5) Have you registered a domain name for your business? e.g. yoursite.com.au

Yes, already set up* Not now, but will have

*What is your domain name?

(6) Have you selected a host provider for your site?

Yes, already set up Not now, but will have by the time the site is completed

(7) What are you providing Image and Design Studio with:

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> Product shots | <input type="checkbox"/> Photographs | <input type="checkbox"/> Diagrams/Illustrations |
| <input type="checkbox"/> Copy | <input type="checkbox"/> Other | |

(8) Website Types

It is important to consider what purpose your website will satisfy, and in what form it will be deployed. It is generally accepted there are three basic models for websites:

Information sites: are basically a combination of information and advertisement, merged in such a manner that a customer is researching a product, rather than having one advertised. Information sites don't sell anything, and are generally static websites, with plenty of helpful, informative descriptions. Websites of this variety are the least expensive solution for a business.

Online Store: allows businesses to participate in the e-commerce market, and capitalise on the many advantages online purchasing brings. Normally an extensive product list would be found in an online store, along with some kind of shopping cart and followed with online payments.

Information Store: a combination of both the Information site and the Online Store. It is generally considered that this is the most effective way to sell products, as not only can customers find out extensive information about products, but also purchase them from the same site.

What type of site is yours:

- | | | |
|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Information | <input type="checkbox"/> Online Store | <input type="checkbox"/> Information Store |
|--------------------------------------|---------------------------------------|--|

(9) The key to a successful web site is in the content. What content do you want in your site?

- | | | |
|---|---|--|
| <input type="checkbox"/> List of products or services | <input type="checkbox"/> Ordering facility | <input type="checkbox"/> Payment facility |
| <input type="checkbox"/> Booking facility | <input type="checkbox"/> Business history/structure | <input type="checkbox"/> Calendar |
| <input type="checkbox"/> Client list | <input type="checkbox"/> Testimonials | <input type="checkbox"/> Case studies |
| <input type="checkbox"/> Project portfolio | <input type="checkbox"/> Helpful hints | <input type="checkbox"/> Articles |
| <input type="checkbox"/> Contact details | <input type="checkbox"/> Staff details | <input type="checkbox"/> Enquiry form |
| <input type="checkbox"/> How to find us/map | <input type="checkbox"/> News | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Press releases | <input type="checkbox"/> Links to relevant sites | <input type="checkbox"/> Search facility |
| <input type="checkbox"/> E Catalogue | <input type="checkbox"/> Blog | <input type="checkbox"/> Message board/forum |
| <input type="checkbox"/> Music or video | <input type="checkbox"/> Anything else? | |

(10) Do you have a deadline* for getting the site online?

- | | |
|--|----------------------|
| <input type="checkbox"/> Yes, date: | <input type="text"/> |
| <input type="checkbox"/> No, preferred time scale: | <input type="text"/> |

* Make sure you schedule the whole project, incorporating appropriate feedback stages. Image and Design Studio will inform you in advance if we believe that deadlines are unrealistic.

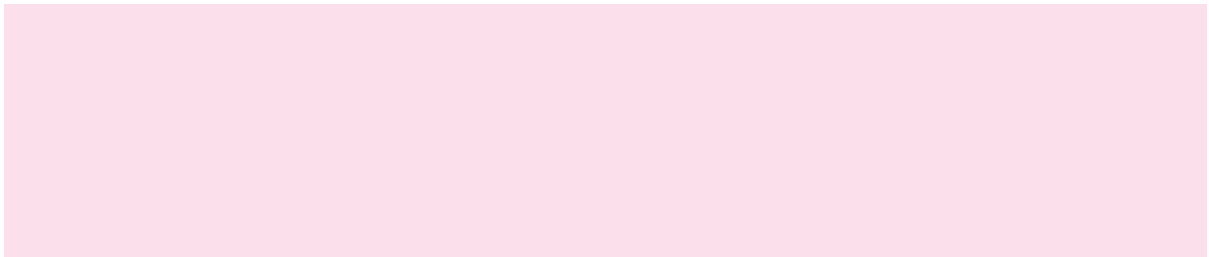
(11) Do you want to be able to update your site yourself? Yes No

(12) Design

- (a) Please provide examples of other organisations in your industry which you consider to be effective or relevant design.



- (b) Specify any websites or parts of websites which you dislike.



(13) Anything Else?

Is there anything else about your website you'd like to share?

