



Website Design Brief

Organisation name: _____

Contact name: _____

Contact email: _____

Contact phone: _____

Completing this Website design brief as fully and accurately as possible allows Swish Design to:

- Quote your project accurately
- Build realistic timelines
- Clarify the expectations you have for your to-be-designed website
- Deliver a final product that meets your expectations

ORGANISATION PROFILE

Please describe your organisation for us:

1. What is your mission and vision?

2. What are the services and/or products that you offer?

3. Who are your current clients/customers, what is your target market, who are your key stakeholders?

4. Desired target market - is there a specific group you would like your website to appeal to?

5. Who are your main competitors? Please list their website address:

6. Of the above, which organisation's ethos/services/products most closely match yours:

WEBSITE PROFILE

7. Describe the general look and feel you would like your website to have (modern, corporate, funky, clean etc)

8. Are there any websites you have seen that closely approximate the style or functionality you would like your website to have? List these below and indicate what it is about each website that you like or matches the style/functionality you wish your website to have.

9. Indicate which of the following roles you expect your website to perform for your business:

- Provide information to visitors about your products and services
- Collect information from visitors
- Interact with visitors (ie via a Blog)
- Sell products and services
- Take online registrations
- Entertain visitors
- Other: please detail: _____



10. Please indicate which pages you would like your website to have. Some common pages are:

HOME | ABOUT US | SERVICES | NEWS | PRICING | TESTIMONIALS | CONTACT US

11. What is/are the greatest function/s you expect your website to perform for your business (for example reduce administration costs by providing information that saves a phone call to your office)

UPDATING YOUR WEBSITE

12. Would you like to make your own site updates or would you rather we take care of them for you (for a nominal fee)?

PROJECT CONSTRAINTS

13. Please detail any time or budget constraints relevant to your project (Swish Design is able to provide quotes to suit any budget)

14. Is there anything else you would like us to know with regard to your website design & development?
