Website project brief

Please complete the sections that apply to your project. Your answers help us understand the business, audience, required pages, design and functionality before planning the work. Treat the completed form as confidential project information.

1. Project name

Working name of the website or project

2. Company information

Company name

Business activities, services and products

Main markets and locations

Competitors and their websites, if known

Company strengths and distinctive features

Current customers and target buyers

3. Website goals and scope

3.1. Why are you building the website?

- [ ] Additional channel for information and advertising
- [ ] Greater brand awareness
- [ ] More potential customers and inquiries
- [ ] Online orders or ecommerce
- [ ] Support for the company's image and reputation
- [ ] Clearer differentiation from competitors
- [ ] A website customers already expect to find
- [ ] Revenue from content or advertising
- [ ] Other

3.2. What should the website do?

- [ ] Sell products or services online
- [ ] Increase sales and customer reach
- [ ] Build a community of returning visitors
- [ ] Share information about the company
- [ ] Explain products and services to potential customers
- [ ] Other

How will you know the website is successful?

3.3. Website format

- [ ] Corporate information website
- [ ] Corporate website with a product catalog
- [ ] Promotional website
- [ ] Advertising platform
- [ ] Industry or topic portal
- [ ] Online store
- [ ] Landing page
- [ ] Other

3. Audience and page structure

3.4. Target audiences

Describe relevant age groups, roles, needs and locations in the answer field below.

- [ ] Business owners, directors and managers
- [ ] Corporate buyers
- [ ] People researching the topic
- [ ] Potential employees
- [ ] Dealers and distributors
- [ ] Individual customers
- [ ] Existing employees
- [ ] Other

Main audience segments and what each needs

3.5. Key pages

List the sections and pages the site must contain. A rough structure is enough.

Required pages and navigation

Content or materials already available

4. Design and visual direction

Must-have visual or interface elements

What impression should the website make?

Desired character

- [ ] Open
- [ ] Professional
- [ ] Modest
- [ ] Accessible
- [ ] Precise
- [ ] Other
- [ ] Light
- [ ] Restrained
- [ ] Technology-focused
- [ ] Informative
- [ ] Reliable

4.1. Brand identity

Mark the assets you can provide or would like us to develop.

- [ ] Large logo
- [ ] Favicon
- [ ] Logo usage rules
- [ ] Styled graphic elements
- [ ] Letterhead and document templates
- [ ] Other
- [ ] Small logo
- [ ] Brand mark
- [ ] Brand colors and typefaces
- [ ] Business cards
- [ ] Presentation materials

Which brand elements must appear on the website?

4. References and homepage

Brand colors to use

Existing brand font and whether its use is required

Images or themes associated with your company

4.2. Reference websites

Include examples you like and examples you want to avoid, with a short reason.

Websites you like and why

Websites you dislike and why

4.3. Homepage

Preferred visual style for the homepage

- [ ] Logo
- [ ] Tagline
- [ ] News
- [ ] Company information
- [ ] Product categories
- [ ] Services

What should visitors notice first?

4.4. Layout and 4.5. Navigation

Responsive layout is expected. Describe any special device or navigation needs.

Devices, navigation depth and special requirements

5. Features and content management

Choose the functions your website needs. We will clarify their scope together.

- [ ] Site search
- [ ] Banner rotation
- [ ] Email subscriptions
- [ ] Surveys
- [ ] FAQ
- [ ] File library
- [ ] Product catalog
- [ ] Shopping cart and checkout
- [ ] Analytics and statistics
- [ ] News feed
- [ ] Contact or application forms
- [ ] News subscriptions
- [ ] Articles and publications
- [ ] Feedback form
- [ ] Community forum
- [ ] Vacancies
- [ ] User registration and sign-in
- [ ] Other

Required integrations, business rules or content workflows

5.1. Language versions

- [ ] English
- [ ] German
- [ ] Other
- [ ] Russian
- [ ] French

Who will provide and approve translations?

6. Additional comments

Other requirements or questions not covered above