

# Website Design Brief

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me at this address



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## General Information:

- Tell me about your company or organization?

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- How long you have been established and how many staff do you employ?

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- What is your niche market / Unique selling point (USP)?

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- What is it about your company, or the product/service you provide that makes you different from your competitors?

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## Explain Your Aims

Good design can have a huge influence on the success of a company's marketing strategy - but in order for success to be ensured, clear goals must be set.

For example, do you want to:

- Generate sales?
  - Encourage enquiries?
  - Gain newsletter subscribers?
  - Obtain information from your audience?
  - Encourage them to tell a friend?
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## Describe Your Target Audience

Detail your primary, secondary and tertiary audiences. Explain if you are looking to consolidate your existing client-base or appeal to new markets. Detail any demographic figures about your audience that may be useful to the designer.

These may include:

- Age
  - Sex
  - Income
  - Occupation
  - Location
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## List Budgets And Time-Scales

Even if you can only provide a ball-park figure, a budget expectation will give the designer a good idea of the type of solution they will realistically be able to provide. Time scale is also an important consideration - so let your designer know if there is a specific deadline that has to be met.

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## Provide Design Examples / List favourite website designs

Providing examples of what you consider to be effective or relevant design can be a great help in writing a design brief. Make sure to include samples of your company's current marketing materials - even their only purpose is to explain what you don't want from your new marketing materials! If there is a design style that you particularly like or dislike - then explain why in the brief. If you're not entirely sure why you like a certain design style, then good starting points include:

- Colour
- Imagery
- Quantity and quality of text
- Typography
- The atmosphere that particular designs create

Don't feel that you have to stick to the medium that you are designing for when giving a list of inspiration and influences. If a television advert or music video creates the atmosphere that you want your flyer to create, then that is a perfectly reasonable statement to make in a design brief. The more clues you give about your design tastes, the more likely the designer will be able to produce something close to your aims. Expecting your designer to second-guess what you require rarely produces the best results.

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**Include Additional Considerations (if relevant)**

- Existing Company ID (logo, stationery, brochureware etc)?
- Domain Name Registration / Hosting requirements
- Approximate number of pages
- Approximate number of images
- Approximate number of categories, sub categories etc
- Database requirements
- Content management system (CMS) requirements
- SSL requirements / Online payment systems / eCommerce
- Password protected areas
- Search engine promotion and submissions
- Digital Marketing
- Launch date

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**Finally - Consult with Colleagues first! (If sole trader, ask friends and family)**

Consult with as many people within your organisation as possible before sending the brief. Showing the design brief to different people may reveal remarkable differences in the way people see your organisation's aims and objectives.

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