

## Website Design Brief

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**This web site design brief will form part of your instructions to Web Matters for the design and development of your website. We will use this brief as a guide to work from when we create your website design concepts.**

### COMPANY DETAILS

Website Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

### Website Deadline

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What date would you like your website to go live on the web? We will work backwards from this date to meet your deadline.

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### Website Purpose & Objectives

Outline the main purpose of your website and the objectives you hope to achieve by having a web presence.

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### Target Audience

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Briefly outline the target audience or audiences you would your website to appeal to (i.e. age, gender, interests, geographic location).

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## Design Style

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What kind of feel would you like your website to have? For example, some websites are quite corporate whereas others are more relaxed and informal. The following styles are somewhat 'open to interpretation' so are merely a guideline for Web Matters to follow. You can tick multiple options, so as an example; a scrap booking company may have a very personable style that is highly artistic and antiqued to look old, whereas a law firm may be more corporate with minimal design and subdued colours.

- Corporate / Professional
- Personable & Friendly
- Contemporary
- Antique (sepia tones)
- Edgy / Funky
- Highly Stylized and Artistic
- Colourful / Vibrant
- Subdued
- Minimal design – lots of white space

## Design Style Notes & Imagery

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Add in any notes you would like to make about the design style and the type of images you would like used on the site.

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## Page Width

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When designing a website, designers take into account the different screen sizes and resolutions web users have, and either design the site to fill up 100% of the screen (so the design goes all the way from left to right) or the design can be fixed in size and either centered in the middle of the screen or left aligned. Fixed sized designs allow for more elaborate designs.

- Leave it up to Web Matters to decide
- 100% of the screen
- Fixed size and centered middle of screen
- Fixed size and left aligned

## Colours to Use

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Are there any particular colours or colour combinations you would like to use on the site?

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## Reference Websites

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What websites do you particularly like or dislike, and why?

Like:

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Reasons:

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Dislike:

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Reasons:

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## Keyword Phrases

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As we will be optimizing your website for the search engines, we need to know what keyword phrases are relevant for your industry. Please list any relevant keywords below. We will also prepare a list of these for you.

## The Website Design Process

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The four stages listed below cover the steps involved in the design and development of your website. We've provided you with this process so that you will know what steps are involved at each stage, what you can expect from Web Matters, and what Web Matters will need from you before we can move to the next phase. As you can see from the steps, getting a site designed is a very much a collaborative effort between client and web designer.

### Phase One – Briefing & Administration

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1. Web Matters, sends welcome email with design brief, and invoice for deposit payment
2. You, complete the design brief in full
3. Web Matters arranges a meeting / phone call to go over the design brief and take any further instructions you may have
4. You, pay deposit for web design

### Phase Two – Design Conception

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1. Web Matters, prepares two design concepts based on the design brief and any other verbal or written instructions received by you<sup>1</sup>
2. Web Matters, emails the two design concepts to you for proofing
3. You, provide Web Matters with feedback on the concepts, either signing off one of the concepts or providing changes to the design
4. You, work on preparing the content for the site (wording and any images you would like included)
5. Web Matters, if changes are required Web Matters sends an amended concept to you for proofing and sign off
6. You, confirm sign off of the final design concept via email

### Phase Three – Cut Up and Content Formatting

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1. Web Matters 'cuts up' the signed off design concept into HTML code
2. You, email through the final content<sup>2</sup> you would like added to each page
3. Web Matters, creates the HTML web pages and lays out the content as provided
4. Web Matters, optimized the HTML code for search engines
5. Web Matters uploads the site to the Web Matters proofing directory and requests that you proof and sign off the website
6. You, either provide content amendments to the pages or sign off the website
7. You, pay final deposit for website

### Phase Four – Go Live and Search Engines

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1. Web Matters, uploads website to your hosting account – site goes live under your domain name
2. Web Matters, performs final checks including testing the enquiry form
3. You, confirm receipt of emails via web form
4. Web Matters, submits site to search engines and website directories
5. Web Matters, provides CD-ROM with source code
6. Web Matters, provides login details to the website online editor

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<sup>1</sup> To ensure clear communication, we will confirm any verbal instructions we receive from you in writing via email

<sup>2</sup> We prefer that only final content is sent through, so as to avoid any confusion or unnecessary duplication of work.