



*developing a quality*

## **Website Design Brief**

In giving the best consultancy on website development we (optimally) require three sets of information:

- 1. a summary of the business case** *(1-2 sides of an A4 page)*
  - *our executive summary development tool: ngd zehde tajaba*
- 2. summary financial statements** *(past performance & future forecasts)*
- 3. core details of the website design brief**

### **The Core Details of the Website Design Brief**

*Please write below each heading relevant information is you know / see it. Try to be both comprehensive and concise, integrity at the briefing stage is the hallmark of future success.*

#### **Budget guide/range**

[type here]

#### **Timescale**

[type here]

#### **Website objectives**

[type here]

#### **Background to web redesign project**

[type here]

## Background on business and brand

[type here]

## Target audience

[type here]

## Competitor set

[type here]

## Marketing considerations

[type here]

## Content and content production

[type here]

## Creative style guidance (aesthetics)

[type here]

## Desired site functionality

[type here]

## Maintenance options

[type here]

## Technical considerations

[type here]

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ASAP: Please return these details to the PIU along with your business case summary and other relevant information.

This information (which is always treated as confidential) enables us to give the best consultancy on website development. Thank you for considering Peoplescience, we will bring you advantage by design.

Kind regards,

Astehmari

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