

Web Design Brief

Fill this in before you approach any designer. The clearer your brief, the faster your project runs, the less it costs, and the better the result. One to two completed pages is plenty. Save and send it to us at start@invinciblebrands.co.uk.

Your name

Business name

Email

Date

1. Business overview *Who you are, what you do, who you serve, what makes you different.*

2. Project goals *What does success look like? Be specific and measurable.*

3. Target audience *Who is the site for? Describe your ideal customer.*

4. Problems with your current site *If you have one, what does not work? Be direct.*

5. Pages and features you need *List pages and any features: forms, gallery, booking, e-commerce.*

6. Design preferences *3 sites you like and why; 1-2 you dislike and why.*

7. Brand assets *Logo, colours, photography, tone of voice. What exists, what is needed?*

8. Timeline

Budget range

The three questions most people forget

Who makes the final decision?

What does the site need to do for the business (not just the user)?

What are you not willing to change?