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In order to develop a successful website the process must start with a strong

design brief.

Please answer the following questions to help focus the style and purpose of the site.

About you

Target Audience

Who is the web site for? The public or businesses? What are the age ranges, gender, incomes, likes and dislikes of your audience? What challenges do they face?

About you

Focus here on mission statements, your business objectives and how the site might help to achieve those goals.

USPs

What are your unique selling points? What makes you/your company special?

Aims & Objectives

What are the site objectives? Eg. to encourage people to call, visit or email? To sign up to a mailing list?

Competition

Provide information about your competitors and their sites. Do they have functionality that you would like to incorporate/avoid? What do you like/dislike about their sites.

Requirements	Functionality	Outline any functionality required. Explain how it works by outlining the user experience. What will the user see? What can the user do and how does the site respond? Use examples (of other sites) if possible.
	Pages	How many pages do you require? What content will be on each page?
	Design Specs.	Do you have a style guide? Are there any colours, logos, fonts, design elements that need to be incorporated?
	Favourite sites	What sites convey the look that you want? Be specific about what elements you like and why.
	Least favourite sites	What styles would you particularly like to avoid?
Constraints	Deadlines	Include any legitimate deadlines and why they exist.
	Budget	Please give a budget range for the project.

Taking the time to answer these questions thoroughly will help to produce a website that you and your customers will love.

Please email the response to keith@keithdevon.com.

If you have any questions please don't hesitate to call me on 020 8133 0596.

I look forward to hearing from you soon.

Regards,

Keith Devon