Website Design Brief

This is a free web design brief template created by Framework Digital



Instructions

When filling out this brief you have 2 options...

- You can fill the document out on your computer, save the document and email the completed template to mike@frameworkdigital.co.uk
- You can print the document out, fill it in and email a scan of the completed template to mike@frameworkdigital.co.uk



Introduction

Planning your new website can be daunting, but It doesn't have to be. With a web design brief you have everything you need to plan a successful web design project.

If you need support with filling out your brief, we can help. Contact us on **01296320820**

If you want to find out more before you get started, click the link below: https://frameworkdigital.co.uk/services/web-design

Let's Break It Down Together...



01 Background

It's time for us to find out a bit about you so we can understand who you are and what your motives are to comission a new website.





01 Background



Examples

Improve your online presence

Have a website that is easy to update for admins

To increase donations received online

Showcase your volunteer opportunities

Redesign your website to fit your new branding

Objectives

In this section we will delve deeper into the needs and desires for your new website

Examples



Updates keep breaking websites

Site is hard to edit and manage

The website is out of date

Website is not mobile optimised

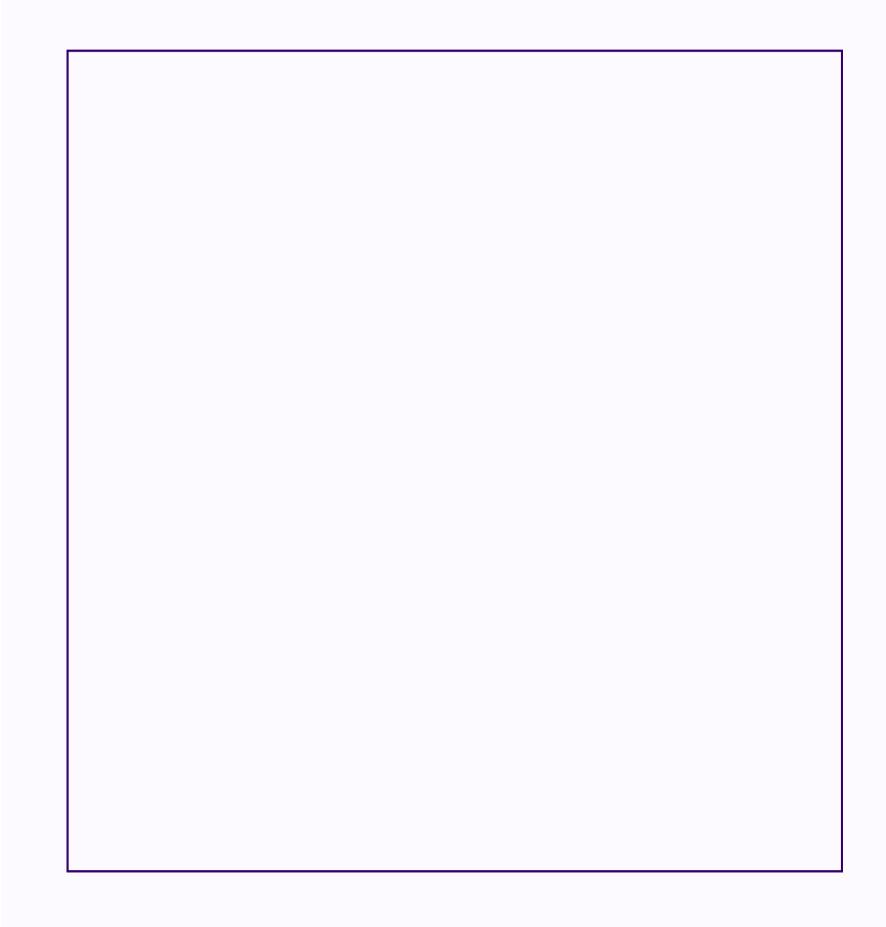
Website is not accessible

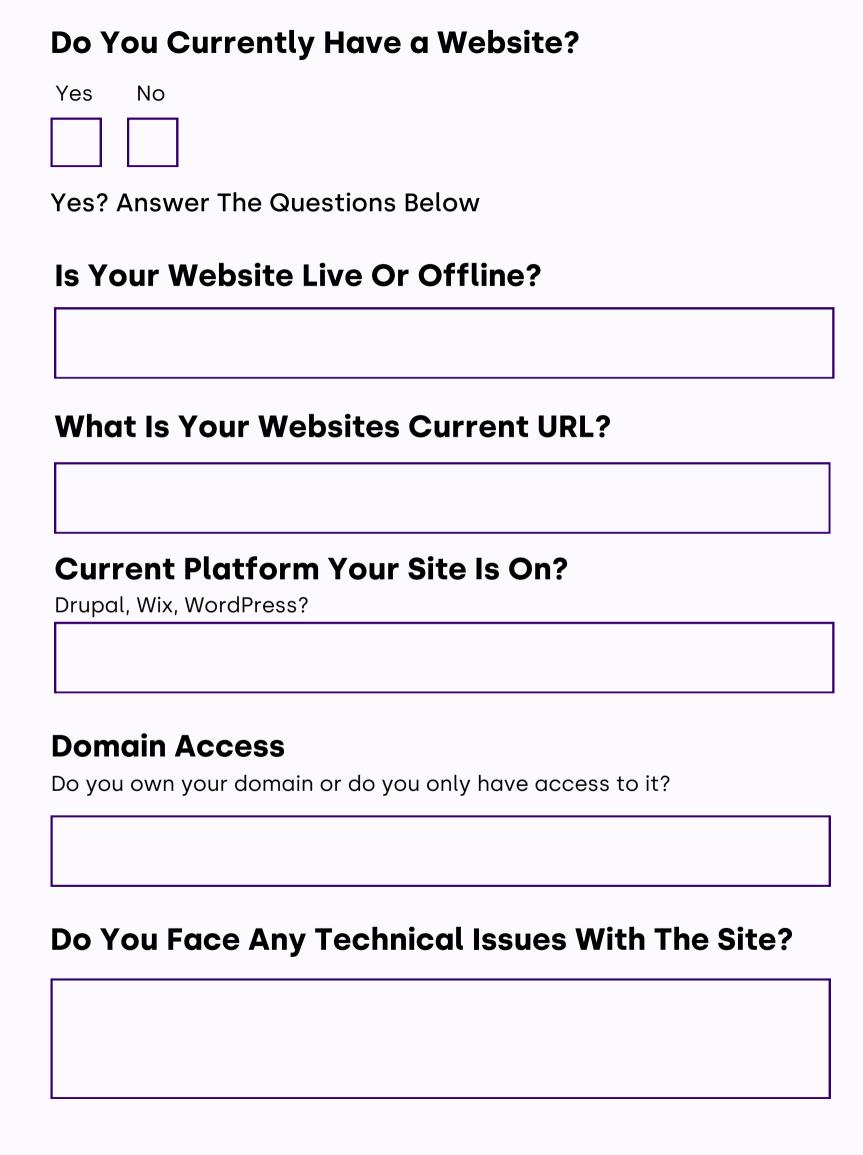
Website is slow to load

The person who ran the website is no longer at the organisation

The Main Challenges

What are the main challenges you face that has pushed you to commission a new website?





Potential donors, B2B, B2C
Your CTA (Call To Action)
What action would you like your audience to complete when they visit your site (purchase, sign up to a newsletter, donate)

Who Are You Trying To Reach?

List Your Main Competitors and Inspirations Name them and provide links to their websites **Analysis** Is there anything on their website you would like to take inspiration from or is there anything you would like to avoid? (layout, navigation, overall tone of the site)

O3 Design & Functionality

Do you currently have any brand guidelines that need to be followed? If you do, are you planning to change this?
Logo
Do you currently have a logo? Are you planning to change or keep this logo?
Will You Require Assistance With Branding or Logo
Design?
Yes No Maybe

Brand Guidelines



O3 Design & Functionality

What Functionality Do You Require?

Tick the boxes below... **Donations** Forms (newsletter sign ups, contact forms, enquiry form) Case Studies Calendar (Calendar with booking system, interactive calendar) Blogs Events (Ticket booking, Event sign up) Volunteering (employment roles, recruitment) **Booking System** Newsletter (sign up and distribution) CRM and Social media integrations with 3rd part software Online Shop Payment System Other If you ticked 'other', tell us more...



04 Process

_	.ead
Who will be t	the project manager throughout the web design project?
Do You H	lave Access To IT Support?
Timesca	le
What would	the ideal timescale for the project be? Is there a specific
	uld need the website completed by?
-	· · ·
Budget	
Budget	
•	estimated budget for the web design project
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Ready For A Quote?

Once you have finished filling out the web design brief template send the completed document or scanned print out to mike@frameworkdigital.co.uk

