

Website Design Brief

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



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digital

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Instructions

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

01 You can fill the document out on your computer, save the document and email the completed template to **mike@frameworkdigital.co.uk**

02 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 commission a new website.

Tell Us About Your Business/Organisation



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

What is the main purpose of the new site and what do you want to achieve.



02 Insights

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The website is out of date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?



02 Insights

Do You Currently Have a Website?

Yes No

Yes? Answer The Questions Below

Is Your Website Live Or Offline?

What Is Your Websites Current URL?

Current Platform Your Site Is On?

Drupal, Wix, WordPress?

Domain Access

Do you own your domain or do you only have access to it?

Do You Face Any Technical Issues With The Site?



02 Insights

Who Are You Trying To Reach?

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)



02 Insights

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)



03 Design & Functionality

Brand Guidelines

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



03 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

Project Lead

Who will be the project manager throughout the web design project?

Do You Have Access To IT Support?

Timescale

What would the ideal timescale for the project be? Is there a specific time you would need the website completed by?

Budget

What is the estimated budget for the web design project



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**](mailto:mike@frameworkdigital.co.uk)