

DESIGN BRIEF FOR WEBSITE DESIGN

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CLIENT

PROJECT TITLE

CLIENT NAME

CONTACT INFO

POINT OF CONTACT NAME

EMAIL ADDRESS

PHONE

MAILING ADDRESS

PROJECT OVERVIEW

PURPOSE why would you like a new website?

OBJECTIVE ultimate impact? i.e. sales, lead generation, traffic, online presence, etc.

TARGET AUDIENCE

PROJECT TARGET who are we trying to reach?

BRAND TARGET who does the brand speak to?

DESIRED REACTION what actions do you wish your market to take?

COMPETITIVE ANALYSIS

MARKET / NICHE COMPETITOR SITES provide links to competitor sites and other important sites in your industry

DESIGN provide links / explanations of design elements of websites you like

FUNCTIONALITY provide links / explanations of the functionality of websites you like

CURRENT WEBSITE REVIEW

List positive aspects of current site	
List negative aspects of current site	
Current traffic levels	
Current performance levels	
Current host and hosting package	
List any negative aspects of current hosting environment	

SITE ARCHITECTURE

Does your current website offer a site map?		
Current number of sections		
List of Sections		
Current number of pages		
List of Pages		

DESIRED FEATURES mark all that apply

☐	Blog	☐	Member Log-In
☐	Browser Consistency	☐	Mobile Compatibility
☐	Clear Navigation	☐	Newsletter
☐	Contact Information	☐	Product Visuals and Descriptions
☐	Crucial Business Information	☐	Relevant Website Content
☐	Easy Navigation	☐	Reviews And Testimonials
☐	Easy To Edit / Update (for the non-tech savvy)	☐	Search Bar Feature
☐	Ecommerce	☐	SEO Friendly
☐	FAQ	☐	Security
☐	Fast Load Times	☐	Social Media Integration
☐	Feedback and Contact Forms	☐	Surveys
☐	Galleries - Media	☐	Trendy, Intuitive Design and User Experience
☐	Galleries - Photo	☐	User Accessibility
☐	Good Error Handling	☐	Well Planned Information Architecture

OTHER FEATURES list all other desired features not named above

SITE DESIGN

LOOK AND FEEL describe any important design style elements

Do you have a current style guide?	
If yes, is it important that the site strictly adhere to your style guide?	

DESIRED AESTHETIC mark all that apply

☐	Approachable	☐	High-Tech
☐	Authoritative	☐	Humble
☐	Caring	☐	Minimalist
☐	Classic	☐	Modern
☐	Clean	☐	Natural / Organic
☐	Corporate	☐	Playful
☐	Credible / Expert	☐	Prestigious
☐	Elegant	☐	Retro
☐	Exciting	☐	Simple
☐	Fresh	☐	Slick
☐	Funky	☐	Sophisticated
☐	Handcrafted	☐	Stark
☐	Helpful	☐	Stylish

OTHER DESCRIPTORS list all other desired aesthetic descriptors not named above

SEARCHABILITY

SEARCH PHRASES / KEYWORDS list the top phrases and key words employed to find your site

SOCIAL MEDIA

EXISTING SOCIAL MEDIA STRATEGY

DESIRED IMPROVEMENTS describe any areas of improvement to be addressed within current social strategy

EXISTING SOCIAL PROFILE LINKS

DESIRED NEW PLATFORMS list any new media profiles you wish to develop and the desired outcomes

WEBSITE CONTENT

CURRENT CONTENT PRODUCTION / PROCUREMENT describe how current content is produced and managed

CONTENT REQUIREMENTS describe all content needs for new site

WRITTEN CONTENT

GRAPHIC ELEMENTS logos, icons, charts and graphs, etc.

PHOTOGRAPHY

MULTIMEDIA

OTHER

SCHEDULE

SCHEDULE OVERVIEW

IMPORTANT MILESTONES / DEADLINES

BUDGET

AMOUNT

FURTHERMORE

include any additional critical information

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