Brief for an IT project

Please complete the brief and send it to the following email address: info@eura7.com

1	**1 Basic Information**	
1.1	Company Name	
1.2	Name of the person completing the brief	
1.3	E-mail	
1.4	Phone	
1.5	Location and date	
1.6	How did you hear about Eura7?	

2	**Key Elements for Estimating the Web Project**	
2.1	Please specify the scope of cooperation by selecting only one option.	☐ We know what we want, and the agency's task is to execute the project according to our vision. ☐ We know what we want to achieve and have a basic project concept. We expect support and advice regarding the project's elements. ☐ We know what we want to achieve, but we don't know how. We expect the production of a web project enabling the realization of our goals based on a conducted strategic analysis..
2.2	What goals should the project achieve? E.g., (measurable) achieve a specific number of visits, acquire contact with clients, or XX inquiries per month, increase sales, (non-measurable) increase brand awareness.	
2.3	Target audience? Please describe the characteristic features of potential project stakeholders, such as age, education, place of residence, familiarity with topics presented on the project's pages, lifestyle, etc.	
2.4	What are the target audience needs?	
2.5	What advantages does the company have that contribute to its competitive	

	edge? Awards, certifications, current forms of promotion and advertising, innovative solutions, quality policy.	
2.6	Main idea/message/slogan of the project? Please provide a statement that you want to express through the project.	
2.7	Sample projects / benchmarks. Please list projects similar to your vision. Indicate which elements from those projects are worth considering.	
2.8	Website addresses of competing companies. Please list your competitors' projects.	
2.9	Type of project. Select all that apply	☐ Company / corporate website ☐ Product website / landing page ☐ E-commerce / online store ☐ Blog / News website ☐ Web application / web software ☐ Mobile application ☐ Other
2.10	What departments (sub-pages) should be included in the project?	
	☐ News ☐ Articles with categories ☐ Products with categories ☐ Shopping cart ☐ Client panel ☐ Online payments ☐ Editable text pages ☐ Slider	☐ Contact/order form ☐ Google Map ☐ Search engine ☐ Integration with social media ☐ Newsletter ☐ Advice with categories ☐ Investor relations compliant with GPW (stock exchange) ☐ Gallery with categories
2.11	What other departments / functionalities should be included in the project? Please provide names and brief descriptions.	
2.12	Updates. Please specify which project departments will require updates and how frequently (e.g., once a week, once a month, etc.)	
2.13	What are the content management system (CMS) requirements?	☐ Please provide recommendations ☐ Budget-friendly, data security not a priority (e.g., WordPress) ☐ Certified for cybersecurity
2.14	Should the project be responsive for mobile devices?	☐ Yes ☐ No

2.15	Is it acceptable to use a purchased HTML template to optimize the budget?	☐ Yes ☐ No
2.16	Are integrations with external systems like CRM planned? Please provide the names of these systems and the data to be integrated.	
2.17	Language versions. Please list all language versions, including the main version.	
2.18	On which server will the IT project be hosted?	☐ On the client's server (1-month warranty) ☐ On Eura7's server (up to 7 years warranty)
2.19	By when should the offer be submitted?	
2.20	What is the planned date for signing the contract?	
2.21	By when should the project be completed?	
2.22	What is the budget allocated for the project?	From: to: EURO
2.23	Select all elements that apply.	☐ Project concept ☐ Project mockup / prototype ☐ Graphic design ☐ Purchase of images ☐ CMS system ☐ Integration with another system ☐ Text preparation / editing ☐ Data import / content entry ☐ E-marketing campaign ☐ Other
2.24	Additional remarks:	
	Please prepare a free quote for the implementation of the website. In case the offer we receive from Eura7 does not win the tender/competition, we commit to providing Eura7 with information about the weaknesses of that offer and will inform Eura7 which company won the tender/competition.	