

DESIGN

BRIEF

Company name -

Thank you for the opportunity presented.

The aim of this document is to help us understand the scope and goals of your project. Please fill it out in as much detail as possible and send to the email address below or upload it on our website.

Email - [info@fizbitswebdesign.com.au](mailto:info@fizbitswebdesign.com.au)

Web - [www.fizbitswebdesign.com.au](http://www.fizbitswebdesign.com.au)



**General Information**

What is your company name and have you chosen a desired domain name (URL) for your website?

enter info here

Please use this space to tell us about your business. What products and / or services do you offer?

enter info here

What is your Unique Selling Proposition (USP) or your point of difference that differentiates you from your competitors? Why do your customers use your products and / or services (cost, value, service etc)?

enter info here

Have you researched you competition? Who are they? (please list names and websites)  
enter info here

What websites do you like the look of?   
(this maybe because they’re visually appealing or for their functionality)  
enter info here

What date would you like to launch your website?  
enter info here

Do you have a budget in mind for your website? (ie. 1k-2k, 2k-5k, 5k-10k, 10k +)  
enter info here

**Your Aims and Goals**

What is your vision for this project and how do you see this project once it is complete?   
enter info here

What is the main goal of this website? Is there more than 1 main goal?   
enter info here

Why is that the main goal of your website? Put information for all of your goals for the website here.  
enter info here

**Your Ideal Customer (Audience/Desired Action)**

Describe a typical user of your website?  
enter info here

What is the primary action the visitor should take once they’re on your website?  
enter info here

What is the main problem you would like to solve with the new website? How will you measure this?  
enter info here

**Current Website**

On your current website, what specific areas do you believe are successful and achieve the desired result?   
enter info here

On your current website, what specific areas do you believe are not achieving the desired result?  
enter info here

What are your thoughts on the look and functionality of the current website?  
enter info here

Why are you redesigning your website? (Out of date, different audience, change in message)  
enter info here

**Website Content**

Do you have a logo? If so please attach.  
enter info here

Do you have a preferred domain name to be used?  
enter info here

Do you want to update content yourselves? (CMS content management system)  
enter info here

Do you have all your content ready? (when will this be supplied?)  
enter info here

Do you need your copy written?  
enter info here

Will you be supplying images for the website content? (how many?)  
enter info here

Are you selling products online?  
enter info here

How many products & categories do you anticipate having on your website?   
enter info here

Do you want to website to be populated by us with all content including products?  
enter info here

Do you want the new website to be optimised for search engines?  
enter info here

Do you want to capture customer details for future marketing?   
enter info here

Do you have a social media strategy?  
enter info here

What social media platforms do you use now and would like to use?  
enter info here