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The Web Design Brief Template



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Web Design Brief for [Insert Company Name]

Business and Website Overview

[Insert Company Name] is looking to:

- Do this
- Do that
- Do the other

[Insert Business Overview Here]

The first thing you should explain when writing your web design brief, is about your business and the sector you work in.

Try to answer the following questions:

- What do you do and how do you make your money?
- How do customers currently buy from your business?
- What makes your business unique within the marketplace?

And if you're an existing business redesigning your website, answer the above, and:

- What's wrong with our current website?
- Have we got enough feedback to make real improvements?
- Will our existing website provider put up any resistance?

Project Objectives

Your goal for a web design project, could simply be something like:

"We need a new website that helps showcase our business. We operate in a crowded marketplace, but the quality of service we offer puts us head and shoulders above our competition. To show this, we want to use case studies and testimonials that speak to the quality of our service."

Also include your measures of success:

1. Success factor
2. Success factor
3. Success factor

Target Audience/Markets

[Check out this post](#) for a more detailed guide into creating customer personas.

Outside of demographic and psychographic traits, ask yourself the following about your customers:

- What does their family structure look like?
- What type of car they drive?
- Are they a pet owner?
- What newspaper/magazines do they read?
- Which websites do they visit? And for what purpose?

Try to include 3 customer persona examples here.

The Problem You're Facing

Goals and objectives focus on where you want to be.

The problem you're facing, focuses on the here and now.

Try to share as much information about the problems you're facing as you can.

For example:

- What works with your website vs what doesn't
- What you like vs what you don't
- Things you would like to keep and things that can go

Project Specific Information

Project specific information can be tricky to outline in a web design brief.

Let's take a look at creating a new website as an example:

- What is it you want to show on your website?
- Do you have experience with a particular website platform?
- Is the content all written out and ready to go?

Other things to consider alongside your web design project are:

- What does your marketing strategy look like?
- Is your branding and brand identity in place?
- Do you have a digital marketing strategy in place?

Competitor Information

It's good to include some competitor information. Try listing out:

- Name
- Website Link
- What You Like About Them
- What You Don't Like About Them
- How You See Yourself in Relation to Them

Website Features and Functionality

To make your web design brief the best it can be you need to list out any special features and requirements.

These might include:

- Integrations with a CRM system or mailing list provider
- Trackable contact forms
- Ecommerce functionality
- Member zone or portal
- Subscription model

If you're thinking on building a website that's any more than a business showcase, you need to have that written into your brief.

Key Pages or Sitemap

What pages do you want on your website?

Most websites consist of at least:

- Home
- About
- Services/Offering
- Blog
- Contact

Then it's a case of building it up for your own unique case from there.

Content Requirements

There are several buckets you might fall into here:

- You don't want to write the content, and want to hire a copywriter
- You don't have any content ready, and want your agency to help
- You have a whole bunch of copy ready, and just need it looked over
- Your existing website contains some content you want to refresh

There are countless options.

But it's a good idea to include where you are in your web design brief.

And don't forget content extends to images and photos too!

Calls to Action

A call to action is the "primary action you want your visitors to take" on your website.

When listing out your key pages, you could try and map the key call to action to each page.

Website Likes and Dislikes

Try and list out:

- 3 websites you like
- Their web address
- What you like about each of them

And then do the reverse.

Traffic Generation

Are you going to be running a whole load of pay per click ads?

Maybe you're advertising using a huge city centre billboard.

Again, your digital marketing plans feed your website design project.

Looking to set up loads of landing pages quickly, then some sort of landing page builder is probably a must have feature.

Going to A/B test your way to success?

List out your ideas for generating traffic here.

Domain Name and Hosting

It's worth noting down the domains you have, and the one you plan on using as your primary domain name.

Also, let your agency know what your plan is for hosting your website, and whether they can help you with that.

Analytics and Management

Most people default to Google Analytics and have it installed.

But there are a range of other tools people like to have installed on their site.

Some people like using Hotjar, CrazyEgg, VWO, to track clicks and scrolls.

Then you have Live Chat options such as Drift and Intercom.

If you want any additional website tools installed, list them out here.

Project Timescales

Use a table like the one below to outline your project timescales.

Deadline for brief submissions	[date]
Invited agencies to present proposal	[date]
Agency appointed	[date]
Project ready	[date]
Go live (if applicable)	[date]

Project Budget

Include a suggested budget if possible, if not, a budget range.

We have a range of posts about design project budgets if you're not sure:

- [How Much Does Logo Design Cost?](#)
- [How Much Does Branding Cost?](#)
- [How Much Does a Website Cost?](#)

Contact Information

List out the people involved in the project here. This is what you should include:

- Name
- Phone
- Email
- Hours available
- Is it appropriate to contact them?

How the Project will Be Awarded

Typically people assign a percentage of awarding criteria to the following elements.

- Cost/Value for Money
- Quality of Work
- Previous Experience
- Alignment to the Design Brief
- Suitability of the Agency

Required Response

You need to let your agency know what you're expecting back, by when, and how to submit it.

This could be as simple as:

- A written response to the brief
- Examples of relevant work
- Testimonials from happy clients

Make sure you also include:

The email address to submit the proposal to, and the date by which you're hoping to receive your submissions.