

Website Design Brief

Contents

SECTION 1 – ORGANISATION & CONTACT DETAILS	Page 2
1.1 – Your Details	Page 2
1.2 – Bua Consulting Details	Page 2
SECTION 2 – INTRODUCING THE DESIGN BRIEF & PROCESS	Page 2
SECTION 3 – CURRENT WEBSITE	Page 3
SECTION 4 – WEBSITE APPEARANCE	Page 4
4.1 – Website Style & Mood	Page 4
4.2 – Website Colour	Page 4
4.3 – Imagery	Page 5
4.4 – Fonts	Page 5
SECTION 5 – WEBSITE REFERENCES	Page 6
SECTION 6 – DESIGN REVIEW & APPROVAL PROCESS	Page 7

SECTION 1 – ORGANISATION & CONTACT DETAILS

<p>1.1 YOUR DETAILS:</p> <p>Organisation name: Primary contact details: - Name: - Phone: - Email: Existing website address:</p>	<p>1.2 BUA CONSULTING DETAILS:</p> <p>Name: Fergal Coleman Phone: 0423 198 184 Email: fcoleman@buaconsulting.com Web: www.buaconsulting.com</p> <p>Please email completed website design briefs to Fergal at the above email address. If you have any questions about this document or the design process please contact Fergal. If you are unsure about any of the sections in this document you can leave these blank to discuss during the design brief meeting.</p>
<p>Your organisation’s industry:</p>	
<p>Briefly describe your organisation:</p>	
<p>What is your organisation’s target demographic?</p>	
<p>In conjunction with your new online presence, are you looking to review other company materials? (brochures, stationary, etc.) Please list.</p>	

SECTION 2 – INTRODUCING THE DESIGN BRIEF & PROCESS

The general purpose of design is to facilitate the communication of information. Specifically, in this case, the important information that your website aims to collect, make accessible or promote. The website design brief enables us to capture your information requirements which are necessary in the design process and more importantly, assist in achieving a focused, goal-driven and effective website. The design process is also the ideal time to ensure that any relevant feedback regarding your existing website is captured.

The process of designing your website utilises the information gathered from the design brief and the subsequent design brief meeting. There are also a number of fundamental design requirements that will be focused upon including:

- Clear and accessible navigation
- Uncluttered and consistently formatted content
- A look and feel that appeals to the target demographic
- A professional design that inspires confidence in the organisation
- A design that accurately reflects the identity of the organisation

These characteristics are vitally important to your organisation as their absence has the potential to turn site visitors away before they begin interacting with your site (i.e. learning

more about your products and services, initiating contact or purchasing your products). These characteristics are also important to your site visitors so that they are not challenged to find what they are looking for, alienated by the website's appearance or deterred by the lack of professionalism (i.e. perceived credibility and trustworthiness).

Together with a completed design brief we require your design-related materials such as:

- An electronic version of your logo
- A copy of your branding guidelines (if applicable / available)
- Corporate branding materials (i.e. business cards & letterheads)
- Marketing materials (i.e. brochures & fliers)
- Imagery (photos or illustrations that may be utilised in your marketing materials)
- Corporate fonts

These materials can be emailed or handed over in the design brief meeting. In some cases design materials may be too large to email through; please provide these materials on CD/USB during the design brief meeting.

SECTION 3 - CURRENT WEBSITE (IF APPLICABLE)

There may be specific design-related characteristics that you wish to maintain from your current website, or just as importantly, to improve upon or remove altogether. Some examples may be:

- Main banner image / flash (we like the current flash banner as it adds interest to all the site pages)
- Colour (currently this is too neutral – it needs to reflect our corporate colours more effectively)
- Content spacing (currently the website has a cramped feeling – we need to have more white space)
- Headings (currently our headings do not stand out enough – these need to be larger)

- Website age (currently our site looks old – it needs to have a more modern appearance)

In the space provided below, please detail any design related characteristics that are important to maintain, improve or remove.

Design characteristic	Maintain OR Improve OR Remove	Reason

SECTION 4 – WEBSITE APPEARANCE

4.1 – WEBSITE STYLE & MOOD

Websites, as with all other forms of visual communication, have a particular style or mood. Style and mood are predominantly influenced by the use of colour and imagery which affect the website’s appearance. It is important to keep in mind your target audience when considering the style and mood of your website so that it reinforces your organisation’s key characteristics and engages your site visitors.

In the space provided below please list some of the words that best capture the style and mood you want to achieve with your website. Some examples are: corporate, warm, cool, fresh, light, dark, minimalist, elegant, modern, bright, friendly, energetic, subdued, soft, powerful, traditional & fun.

4.2 – WEBSITE COLOUR

The colours used throughout the website are generally leveraged from your corporate colours. Other neutral and complimentary colours may also be used where appropriate. The way in which colours are used varies depending on a number of factors. For example:

- Your corporate branding guidelines (if applicable) may dictate and provide examples of how colours must be used
- Your existing marketing materials (brochures, fliers & business cards etc.) can be used as a guide to the use of colour
- Your response in the website style & mood section above will provide some insight into how colour may be used
- The example websites that you reference in SECTION 5 may have used colour in a particular way

If you wish to provide any other specific colour information or requirements please do so in the space below.

4.3 – SITE IMAGERY

As part of your website design, imagery can be used to create interest, further enhance your website's appeal to your target audience and to reinforce your main messages. If you currently use imagery in your other marketing materials (brochures and fliers etc.), it is a good idea to utilise the same imagery ensuring there is consistency across your brand. If new imagery is required, what type of images would be applicable? Please try and be as specific as possible to ensure that any imagery we source will be relevant.

Note: If you would like some imagery inspiration we recommend that you take a look at the popular www.istockphoto.com website. You can create a free member account and save images into a Lightbox, which is essentially a folder of your preferred images. You can then email this Lightbox to others for review.

4.4 – FONTS

Fonts are used in two different ways on your website. They can be used within graphics (e.g. buttons, site navigation and page headings) and also for the main website copy. We will often use your corporate font for buttons, site navigation and page headings. However, there are a limited number of fonts recommended for use in the website copy. This is due to the fact only a small number of fonts such as Arial, Verdana and Georgia are default fonts that most website visitors will have installed on their computers. We will generally use the most appropriate default font for the copy of your website. If you have a corporate font(s) please advise us what this font is and preferably supply a copy of this font to us with your other branding materials. Please provide details of your corporate fonts in the space below. If you are not sure about this, you may need to consult your graphic designer.

SECTION 5 – WEBSITE REFERENCES

Looking at other websites provides us with an excellent opportunity to see what works well on other sites and potentially find some inspiration for your website. These sites may be your competitors’ websites, websites in a similar industry or websites in general. There may be specific things you like about another site such as the colour scheme, imagery, buttons, navigation, homepage layout, the style and mood or animation. On the flip side, there may also be other websites that you don’t like for particular reasons. It is helpful for us to know why you don’t like particular websites to ensure we don’t utilise any of those items in your site design. Please take some time to look at example websites and list them in the table below, along with some details of why you liked or disliked them. We will then view and discuss these sites with you in more detail during a design briefing meeting.

Note: There are a number online web design galleries that may be of interest to you when looking for some website inspiration:

- <http://screenfluent.com>
- <http://www.thebestdesigns.com>
- <http://bestwebgallery.com>
- <http://www.webcreme.com>

Website Address	Like / Dislike	Why?

SECTION 6 - DESIGN REVIEW & APPROVAL PROCESS

The design review and approval process ensures that you are happy with the various designs that we produce before we proceed to the build stage of your website. When an initial design has been created or a design has been updated in accordance with your feedback, it will be made accessible online. We will email you the website address from which the design can be accessed. Designs are made accessible online so that you can see how they will appear within a web browser as it is important to ensure that you are viewing the design as it is intended to be viewed.

We encourage you to review each design carefully and provide us with clear and detailed feedback. It is a good idea to refer back to your completed design brief to ensure that it does meet your requirements. Your feedback helps us to ensure that any subsequent revision of your design addresses any items that require attention. Feedback can be provided by reply email or by calling Fergal Coleman on 0423 198 184.

When you are happy with the design of your website we require your approval via email. We then schedule the build of the website in preparation for the next project phase. It is important to note that further design revisions after your approval may incur additional costs.