



## Website Creative Design Brief

### Why do we need a creative design brief?

The purpose of this creative design brief is to give everyone involved in the project a common understanding of what you want to achieve. The creative design brief aims to give direction and ultimately serve as a benchmark against which to test concepts throughout a project. This creative design brief is just a starting point and a place to launch your ideas and help focus on the project - it will not identify a solution but it's a great place to kick start the creative processes.

The creative design brief gives you the opportunity to clarify your objectives and reasons for embarking on the project in the first place. If there is something that you really don't like the on website or don't like particular schemes then this is the time to make that clear and understood – I.e: No Orange no Twitter Plugins

### Please provide your company details!

Company name:

Trading name:

Type of company:

Company registration number:

Address:

Telephone number:

Email contact:

### If different from above who has the final say on the design and approval of the project?

Name:

Telephone:

Email:

Position in the company:

Do you have an internal review and approval process we should be aware of? If yes please describe.

## Please tell us about your business

1. Do you already own a domain name?
2. Do you current have a hosing package? If so with whom?
3. Do you currently have an existing website?
3. Please describe your business and what products and services you offer.
4. What industry does your business operate in? (E.g. plumbing, electrician, yoga teacher, catering)
5. What types of websites appeal to you?

Choose more than one if applicable:

Cutting-Edge / Clean / Simple / Classy / Professional / Corporate / Modern / Industry Oriented / Outdoors / Natural / Traditional / High Tech / Retro / Fun / Serious / Illustrative / Masculine / Feminine / Childlike

6. What type of websites don't appeal to you?

Choose more than one if applicable:

Cutting-Edge / Clean / Simple / Classy / Professional / Corporate / Modern / Industry Oriented / Outdoors / Natural / Traditional / High Tech / Retro / Fun / Serious / Illustrative / Masculine / Feminine / Childlike

7. If you could get one statement about your business across what would it be?
8. How are your products and services currently purchased? (E.g. retail outlet, magazine advertisement)
9. What marketing techniques do you currently use to attract clients/customers? (E.g. print advertisements, radio, Google PPC)
10. What search terms are your clients likely to use to find your products/services? Please list your top 5 search terms you would like to come up for. (e.g. 'Yoga Bury, 'Plumber Ramsbottom')

## Now tell us about your competition

Who are your main competitors?

- |                 |             |
|-----------------|-------------|
| 1. Trading Name | Web Address |
| 2. Trading Name | Web Address |
| 3. Trading Name | Web Address |

What are the key reasons for choosing your company's products and/or services over your competitions'? (Cost, service, value, location etc.)

## Your target audience

1. What gender? (Male / Female or Both)
2. Age groups? (18--24, 25-34, 35-44, 45-64, 65+)
3. Your status? (E.g. proprietor, self-employed, managing director)
4. Are there any geographic considerations? (E.g. UK audience only, local, worldwide)
5. Are there any specific disabilities we need to take into consideration? (E.g. blind/partially sighted)

## Please supply some of your creative input

Please list some websites that you like and tell us what it is you like about them. These don't have to have anything to do with your business or industry.

Website:  
What you like:

Website:  
What you like:

Website:  
What you like:

## The Project

1. What is the main reason behind this Website project?
2. What is the budget for this Website project? (£500 - £1,000, £1,000 - £2,000, £2,000 - £3000, £3,000 - £4500, over £5,000)
3. Do you have a specific date this project needs to launch to have the greatest impact on your audience? (E.g. annual conference,)
4. Describe visual elements or content to be made available – if any (logo, colour scheme, navigation titles, etc.)

## Please either email, or post this completed creative design brief back to DK iDigital!

Send via email [davidking@harlequinwebdesign.co.uk](mailto:davidking@harlequinwebdesign.co.uk) or post it:

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