



Our custom HTML/CSS designed websites start at **ONLY \$650**(inc GST)

This is a simple design brief and checklist designed to enable a faster website turn around. If you have any problems with any of the questions, simply leave it blank.

Part 1: Website Visual Design Brief Overview

Introduction

The primary purpose of this document is to define the visual design objectives for the website. The visual design is mostly concerned with the “look and feel” or visual style of the site. It’s distinct from the User Interface Design or Interaction Design of the site.

The purpose of this document will provide direction for work on the visual design concepts. For this reason, it is of the utmost importance that all appropriate members of the business and marketing staff carefully review this document and that any outstanding questions or concerns are resolved prior to the start of the design phase.

Company Information

*Name:	
*Company Name:	
*Position:	
Current Website:	
*Email:	
*Contact Number:	
Fax:	

* REQUIRED

New Design Deadline

Is there a deadline? If so, when:

_____ DATE



Part 2: Site Design Strategy

Overall Design Goals

List three design goals below:

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Examples: contrast with competitors, provide design continuity with a previous site or other marketing collateral and establish a new brand or product line online

Navigation

Please list your main navigational links that will appear on your site:

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(NOTE: there are usually only 5 or 6. Examples: About Us, Services, Portfolio, Testimonials and Contact Us.)

Themes / Keywords

The following themes and keywords represent a target sensibility for the new visual design. Make sure you think carefully about these words - less is better. Don't cram this list with keywords that you like - try to keep them specific to what you'd like from your site.

Examples: Helpful (useful), Caring, Approachable (softer, friendly), Conversational, Simple (clean, easy, not complex or confusing), Credible (trustworthy) and Human (real people are behind the content).



Colours

You may have corporate colours that you need to integrate into your site, or you may be creating an identity from scratch. Keep in mind the colours used by competitors and complementary sites. Consider which ones address a more corporate audience, which one more consumer based, etc.

Examples: PMS colour codes, HEX (web) colours, tones and hues.

Target Audience

The target audience for your web design might be the same as for your overall business, or you might be targeting a particular market segment or trying to open up a new channel.

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Examples: Age 30-45, Women with Children, High income and Internet savvy.

Visual Priority of Page Elements

Visual priority does not mean things at the top of the page. It lists the page elements that will first grab the user's attention. Keep in mind that readers of web pages typically scan the content quickly to find what they're looking for.

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Site Comparisons

Take your time to fill out this section thoroughly, as this is one of the most useful areas of a design brief. It provides relevant context to your design team. Consider competitor's sites, but also make sure you refer to other sites that appeal to the same target audience. Pay attention to the site elements, what works on their site, what doesn't work, and what's missing.

Company:	
Website:	
What Works:	<ul style="list-style-type: none">▪▪▪▪
What Doesn't:	<ul style="list-style-type: none">▪▪▪▪

Company:	
Website:	
What Works:	<ul style="list-style-type: none">▪▪▪▪
What Doesn't:	<ul style="list-style-type: none">▪▪▪▪

Company:	
Website:	
What Works:	<ul style="list-style-type: none">▪▪▪▪
What Doesn't:	<ul style="list-style-type: none">▪▪▪▪



Site Comparisons – Continued

Company:	
Website:	
What Works:	<ul style="list-style-type: none">▪▪▪▪
What Doesn't:	<ul style="list-style-type: none">▪▪▪▪

Company:	
Website:	
What Works:	<ul style="list-style-type: none">▪▪▪▪
What Doesn't:	<ul style="list-style-type: none">▪▪▪▪

Company:	
Website:	
What Works:	<ul style="list-style-type: none">▪▪▪▪
What Doesn't:	<ul style="list-style-type: none">▪▪▪▪

