DESIGN BRIEF FOR WEBSITE DEVELOPMENT

RECOMENDATION

Please complete the questionnaire as thoroughly as possible to help determine the project's purpose, cost, and timeline.
If you cannot answer any of the questions clearly, please contact us for clarification. We guarantee complete confidentiality of the information you provide.

1. CLIENT INFORMATION

COMPANY / INDIVIDUAL NAME

CLIENT NAME

CONTACT INFO

POINT OF CONTACT NAME	EMAIL ADDRESS	PHONE

MAILING ADDRESS

WEBSITE (IF ANY)

LEGAL ENTITY DETAILS (BUSINESS REGISTRATION DETAILS, LEGAL ADDRESS)

COMMUNICATION CHANNELS (TELEGRAM, WHATSAPP ETC.)

2. PROJECT OVERVIEW

PURPOSE Why do you need a new website?

OBJECTIVES

☐ sales
☐ lead generation

☐ brand awareness
☐ customer support
etc.:

<div style="border:1px solid #ccc; height:80px;"></div>

DESIRED OUTCOMES / KPIS

☐ number of leads
☐ online sales
☐ traffic growth
☐ conversion rate
☐ site speed
etc.:

<div style="border:1px solid #ccc; height:80px;"></div>

3. TARGET AUDIENCE

PROJECT TARGET ==Target audience profile: age, gender, interests, occupation==

<div style="border:1px solid #ccc; height:150px;"></div>

BRAND TARGET ==Who the brand communicates to?==

<div style="border:1px solid #ccc; height:150px;"></div>

GEOGRAPHY ==Countries / regions to target==

<div style="border:1px solid #ccc; height:80px;"></div>

DEVICES ==Mobile / desktop / tablet priority==

<div style="border:1px solid #ccc; height:80px;"></div>

PURCHASING POWER / AVERAGE TRANSACTION (if applicable)

<div style="border:1px solid #ccc; height:150px;"></div>

DESIRED REACTION ==What action you want users to take: call, form submission, purchase, subscription, etc.?==

<div style="border:1px solid #ccc; height:150px;"></div>

4. MARKET & COMPETITORS ANALYSIS

MARKET / NICHE COMPETITOR SITES <mark>provide links to competitor sites and other important sites in your industry</mark>

COMPETITOR WEBSITES <mark>List 3–5 direct competitors</mark>

REFERENCE WEBSITES <mark>Websites you like – please specify what exactly you like: design, navigation, structure, tone of content, etc.</mark>

5. CURRENT WEBSITE REVIEW (if available)

List positive aspects of current site	
List negative aspects of current site	
Current traffic levels	
Current performance levels	
Current host and hosting package	

List any negative aspects of current hosting environment	

6. SITE ARCHITECTURE

Does your current website offer a site map?	
Current number of sections	
List of Sections	
Current number of pages	
List of Pages	

DESIRED FEATURES Please select relevant features.

BASIC FUNCTIONALITY	CONTENT & INTERACTION
☐ Responsive / Mobile compatibility	☐ Blog
☐ SEO-friendly structure	☐ Reviews and testimonials
☐ Clear navigation	☐ FAQ section
☐ Fast load times	☐ Galleries (photo / video)
☐ Accessibility (WCAG compliance if needed)	☐ Social media integration
☐ Browser consistency	☐ Newsletter subscription
☐ Security (SSL, data encryption)	☐ Contact / feedback forms
	☐ Search bar feature
BUSINESS & COMMERCE	**OTHER FEATURES**
☐ E-commerce (catalog, cart, checkout, payment integration)	☐ Well-structured information architecture
☐ User login / personal account	☐ Good error handling
☐ Easy content editing (CMS usability for non-technical users)	☐ Multilingual support (please list required languages)
☐ Calculators / custom forms (quotations, cost estimators)	☐ Other (please specify in the box below)
☐ Integrations (CRM, ERP, 1C, payment systems, APIs)	

OTHER FEATURES list all other desired features not named above

7. SITE DESIGN

LOOK AND FEEL describe any important design style elements

| Do you have a style guide / brand book? **(yes/no)** | |
| If yes, should the website strictly follow it? **(yes/no)** | |

DESIRED AESTHETIC please select

☐	Minimalist	☐	Friendly / Approachable
☐	Modern	☐	Technological / High-tech
☐	Corporate	☐	Classic
☐	Premium / Prestigious	☐	Natural / Organic

OTHER DESCRIPTORS list all other desired aesthetic descriptors not named above

8. SEO & DIGITAL PRESENCE

TARGET SEARCH PHRASES / KEYWORDS list the top phrases and key words employed to find your site

| Do you already have a semantic core? **(yes/no)** | |

EXISTING SEO PERFORMANCE (**if available**)

EXISTING SOCIAL MEDIA STRATEGY (please describe briefly)

EXISTING SOCIAL MEDIA LINKS

DESIRED IMPROVEMENTS IN SOCIAL MEDIA STRATEGY

DESIRED NEW PLATFORMS (e.g., LinkedIn, Telegram, TikTok)

9. WEBSITE CONTENT

CURRENT CONTENT PRODUCTION / PROCUREMENT how content is created and updated

CONTENT REQUIREMENTS describe all content needs for new site

WRITTEN CONTENT who provides: client or agency

GRAPHIC ELEMENTS logos, icons, charts, infographics etc.

PHOTOGRAPHY stock photos, in-house, or agency production

MULTIMEDIA video, animations

OTHER if multilingual site is required – who provides translations, do you need native speaker verification?

TECHNICAL REQUIREMENTS

PREFERRED CMS / FRAMEWORK **(if any)**

HOSTING PREFERENCES (client-provided / agency-provided / recommendations needed)

```

```

SERVER LOCATION REQUIREMENTS (local / EU / other)

```

```

BACKUP AND RECOVERY REQUIREMENTS

```

```

TARGET PERFORMANCE METRICS (e.g., <2s page load time, Google PageSpeed score >80)

```

```

ANALYTICS SETUP (Google Analytics, Tag Manager, Yandex Metrica, etc.)

```

```

SECURITY REQUIREMENTS (SSL, data storage, user data protection)

```

```

10. LEGAL & COMPLIANCE

DO YOU REQUIRE GDPR COMPLIANCE? (cookie banner, consent mechanisms)

```

```

DO YOU REQUIRE RUSSIAN PERSONAL DATA COMPLIANCE (FZ-152)

```

```

OTHER REGIONAL COMPLIANCE REQUIREMENTS (please specify)

MANDATORY LEGAL PAGES (Privacy Policy, Terms of Service, Public Offer, Data Processing Agreement)

11. SUPPORT & MAINTENANCE

Do you require technical support after launch? (yes/no)	

SCOPE OF SUPPORT (hours per month)

SLA (incident response time: 4h / 24h / 72h)

WARRANTY PERIOD AFTER LAUNCH (bug fixing included)

12. SCHEDULE & BUDGET

DESIRED LAUNCH DATE

KEY MILESTONES / DEADLINES

BUDGET <mark>(range acceptable)</mark>

PRIORITY <mark>Faster / Lower cost / Higher quality</mark>

13. FURTHERMORE

<mark>include any additional critical information</mark>

14. CLIENT RESPONSIBILITIES (necessarily)

☑ *Client must provide all necessary content, logos, and access credentials within agreed deadlines.*

☑ *Client is responsible for accuracy and legal compliance of the information provided (prices, texts, legal documents).*

☑ *Delays in content delivery extend project deadlines and may cause additional costs.*

15. ACCEPTANCE CRITERIA (do not fill out)

☐ *Website tested for responsiveness, cross-browser compatibility, and speed.*

☐ *All required functionality implemented and verified.*

☐ *Legal and SEO requirements met.*

☐ *Final acceptance protocol signed after successful testing and bug fixing.*