



## Design Brief

### Introduction

What follows is a questionnaire, we like the idea of a questionnaire as it gives you time to think as some questions can't simply be answered on the spot. This will help you research and discuss topics with others if needed. This will help us understand what we're designing and why, but more importantly we will both understand what the final outcome is intended to achieve. In short, the better the answers are, the better the brief will become and ultimately the website will thank you for it.

### 1) Describe your business

- What is the name of your company?
- What is your industry?
- What are your main products or services?
- What are your unique selling points?
- Who is your target audience?
- Are there any important brand values or stories important to your brand?
- Who are your competitors, do they have websites?

### 2) Your Objectives

Is the main objective of the website to:

- Sell your products or services online?
- Showcase your work and get new business?
- Provide more information and communicate legitimacy about your offline business?

### 3) Do you need a logo?

If you already have one, great! If not, and would like one designed please provide a few examples of logos that you like and will be factored into the cost.

Does your company have a tag-line or slogan that could be used on the website?

### 4) Websites you like

This will help us gauge what sort of tastes and style of website you might like for your company. It's also worth mentioning anything else you find inspiring, or sending us a mood board if that helps.

- Try to give at least 2 examples of websites you like
- Mention any websites you dislike and why

Ensure that the websites you include are similar to the sort you want to see.

## 5) Website features and content

How many sections & pages do you anticipate your website will have? Please list the main elements which you would like in your website, ie.

- About Us
- Image Gallery

## 6) Do you have any of the content ready, or will this need to be created from scratch?

## 7) How will you measure the success of the website?

## 8) Have you bought your domain name yet, i.e. yourcompany.com and if so, who are you hosted with? ie. godaddy.com

## 9) How many email addresses do you require?

## 10) When would you like the site to go live?

## 11) What is your budget?

### The process:

1. Please complete the design brief.
2. We'll arrange a meeting and discuss the brief, finalise the requirements.
3. We'll provide wire frame / mock designs
4. We'll agree the design and start building the site.

### What happens when the site is finished?

Once complete, you have a couple of options.

- 1) Stick with us, subscribe to our Maintenance package and we'll manage the website content and provide technical support moving forwards which includes:
  - Daily backups of your website database and all the content
  - Content management updating posts, forms, images etc.
  - Design tweaks
  - Support if you need any technical help with the website or email accounts.

Our Maintenance package is priced at £120p/y

- 2) You'll always own the content, we'll hand over the website logins so that you're in control of your own content and hosting settings whether you stay with us or not. Any changes to the site would require knowledge of web development languages like html, css and javascript, php. These would be managed by yourselves or please feel free to use a 3<sup>rd</sup> party developer.

### **How much will the site cost?**

A tough question to answer as it depends on what features you would like to have, but we'll be honest and upfront. Our basic site starts at £350, this will include up to 6 pages including a contact form and an image gallery.

Don't forget you'll also need a domain name and a web hosting package for the website's data and email accounts, these are billed yearly and separately. We'll advise here if unsure during the meeting.

### **Next Steps...**

Simply return the brief and we'll arrange a call to discuss, please supply your:

Full Name:

Email Address:

Phone Number:

Note, this information will only be used so we can contact you.

### **Anything else?**

Nope, that's it for the moment! Have a think and get back to us when you're happy and we'll go from there.

We can be reached at [hello@mandostuff.com](mailto:hello@mandostuff.com)

### **Some happy clients, examples of work:**

Elite-Engines

<https://elite-engines.com>

Carters Driving Tuition

<https://cartersdrivingtuition.com>