A brief for a project development

We undertake that the commercial information obtained during the preparation and implementation of the project is confidential and will not be disclosed or passed on to third parties.

The brief is filled out (or supervised) by the employee responsible for the project, its evaluation at all stages of development and acceptance of the completed project. If any of the questions in the brief seem difficult, please contact us for clarification.

Customer

| 1. Full name of the company and the site domain: |  |
| --- | --- |
| 1. Contact information   (Name and position of the contact person, e-mail, phone number): |  |
| 1. Brief completion date: |  |

Business

**Fields**

| 1. The primary field of activity (directions and summary about the specifics of your company): |  |
| --- | --- |
| 1. Related activities: |  |
| 1. Geography of the company: |  |

**Competitors**

| 1. Name your direct and indirect competitors   (preferably with links to the websites), note the most successful example of internet positioning among your competitors. Assess the websites of major competitors (positive, negative sides): |  |
| --- | --- |

**Products/services**

| 1. Your products, services   (brands, commodity groups, types of services): |  |
| --- | --- |
| 1. Competitive advantage   (features of production, quality, distribution, service): |  |
| 1. Price level   (high, competitive, low) |  |
| 1. The primary form of products/services sales   (wholesaling, direct selling, custom-made products): |  |

**Target market**

| 1. Target market areas   (Description of the target market in standard terminology (age, gender, income level, education level, type of consumption — innovative, conservative), description of the typical consumer): |  |
| --- | --- |

Platform

| 1. Mission   What does the company's management see as the primary goal of the company/business besides making a profit? What are the ways to achieve it? |  |
| --- | --- |
| 1. Identity   What adjectives can you use to describe the company to your friends and colleagues? |  |
| 1. Benefits   What are the benefits of your company? Describe the rational and emotional factors that influence a customer's choice in your favor. |  |
| 1. Vision   How do you see the future of your company? What should it become, for example, in 5 years? |  |
| 1. Growth   What could be improved in your company? Describe the challenges and problems that interfere with your work, and your suggested solutions. |  |

Website

| 1. Domain name for the website   (possible options): |  |
| --- | --- |
| 1. Name of the website   (if intended): |  |
| 1. Estimated deadline |  |
| 1. Website type   (corporate website, promotional website, E-shop, information portal, intranet system) |  |

**Tasks**

| 1. What goals do you want to achieve through the project?   What are the marketing and branding goals of the website? Are there measurable indicators that you see as the ideal result? |  |
| --- | --- |
| 1. Problems of the existing website that need addressing |  |

**Functional/technical aspects**

| 1. Are foreign versions of the site expected to be implemented? Who prepares the information for these versions? |  |
| --- | --- |
| 1. Is interaction with third-party sites or programs (1C, intranet systems...) required? What kind of interaction? |  |
| 1. What are the current known limitations   (server load, platform, administration system?): |  |

**Design**

| 1. Does your company have a corporate style, logo, advertising materials? If not, is development required? |  |
| --- | --- |
| 1. Is there a strategy for promoting the brand/service/product? How is the website incorporated into this strategy? |  |
| 1. Assumed interactions between the website and other advertising media   (outdoor advertising, promotional events, print media) |  |
| 1. If possible, list a few sites that can serve as a guide to the style of the project.   (with stylistic clarifications): |  |
| **Website structure and functionality** |  |
| 1. If possible, specify what sections and subsections will be on your website (about the company, contacts, etc.) + functionality (personal account, integration with third-party systems, etc.). What is the amount of information? |  |

**Promotion and Maintenance**

| 1. Is additional technical or design support planned? |  |
| --- | --- |
| 1. Is the website promotion in search engines required? Specify the keywords for which promotion is planned: |  |
| 1. Who in the company handles the support and oversees issues related to the website at the moment? Who will do it? |  |

Clarifications

1. Planned budget for the project

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| --- |

1. Specify everything that, from your point of view, can clarify the development goal:

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| --- |