

MELLOWEB

WEB DESIGN FOR THE SMALL BUSINESS

Write your design brief

A web design brief is your document that tells your web designer what you are looking for, what you wish to achieve, what market and audience you are targeting and any other related information important to your website. Although it takes time and thought to write one skipping this step will not make things any quicker. You will need to know this information when it comes to choosing and discussing what you require with a web designer so it will pay you to have a brief outline of what you want even if it is just a one paragraph description.

A design brief will consist of some or all of the following subjects:

Company Profile	This should be a brief summary of your business and include <ul style="list-style-type: none">• What you do• Services/products you sell• Number of staff• How you fit into your industry sector• Your traditional market• How you see your business developing in the future
Existing website details	If you have an existing website then include what you like or dislike about it, whether it achieves its goals and why you are redeveloping it.
Aims and objectives for the website	What do you want the website to do ? <ul style="list-style-type: none">• Information only• E-commerce• Generate enquiries• Obtain information• Display your work
Target audience	Is this existing customers or new customers. ? <ul style="list-style-type: none">• Do you have details of their age, sex, location,• What web access facilities do they have ?• Do certain sections of your audience have special requirements i.e visually impaired, deaf ?
Design	<ul style="list-style-type: none">• What visual message to you want to project ? Do you want to come across as a high tech company who follows the trends or one that has a more cautious dependable approach ?

	<ul style="list-style-type: none"> • Has your business already got a corporate style and is this to be reflected in the website ?
Structure	<p>List the pages that you want to see on your site. This can change after discussion with your web designer so be prepared to be flexible.</p> <ul style="list-style-type: none"> • Company profile • Client list • Press releases • Contact details • Enquiry form • Product information • Portfolio
Functionality	<p>Provide details of any additional functionality that you want.</p> <ul style="list-style-type: none"> • A password protected user area • Content management system • Search engine for your content • Guest book • Downloadable documents • Videos, music • Flash content
Deliverables	<p>Apart from building the website what other services do you hope your web designer can provide ?</p> <ul style="list-style-type: none"> • Domain registration • Hosting • Copy writing • Database development • Search engine optimisation and registration • Animation, video or sound • Provision of graphics and photographs • Marketing • Training • Site statistics
Timetable	<p>When would you like the site to go live ? Is this date flexible or does it coincide with a product launch or other event ?</p>
Maintenance	<p>How often do you think your site will need to be updated ? Do you require a content management system or will you return to the web designer for updates ?</p>
Budget	<p>Your estimated project budget.</p>
Contact Details	<p>The name, position and full contact details including e-mail address of anyone who will be able to help with enquiries. This person should be someone who can make decisions and sign off the project.</p>