Website development brief

Communication methods

The contact person

Phone (required)
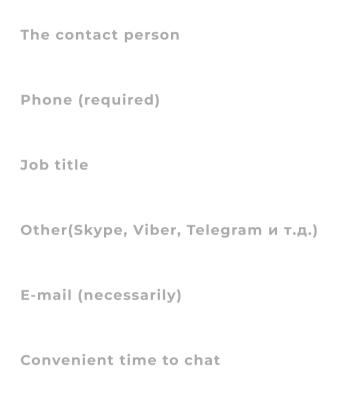
Job title

Other(Skype, Viber, Telegram и т.д.)

E-mail (necessarily)

Convenient time to chat

Information about the company

Current site address

Desired domain name of the new site

Company name (required)

Positioning of the company (website) Positioning …

Company slogan

Main products and services provided

Scope of your company

Benefits for your company

Contact Information

Address

Telephone

The target audience

Age

- [ ] до 16
- [ ] 20-25
- [ ] 30-35
- [ ] 35-40
- [ ] 40-45

- [ ] 45-50
- [ ] 50-55
- [ ] 55-60
- [ ] 60-65
- [ ] more 65

Pol

- [ ] The male
- [ ] Woman

Occupation

Specify what percentage of visits are from mobile…

Income

- ☐ 1000 - 5000
- ☐ 5000 - 10000
- ☐ 10 000 - 15 000
- ☐ 15 000 - 20 000
- ☐ 20 000 - 25 000
- ☐ more 25 000

How do they decide to become a client of your company?

Why do they need your site

Why do you need a website

- ☐ Imaging goal
- ☐ Informing consumers
- ☐ Attracting customers/partners
- ☐ Selling goods via the Internet
- ☐ Profit from advertising
- ☐ Entering new markets
- ☐ Consumer feedback

Тип сайта

- ☐ One-page site
- ☐ Business card site
- ☐ Landing page
- ☐ Online store
- ☐ Catalog site
- ☐ Corporate site
- ☐ Unique site

☐ Website on the Framework

Site structure (design)

☐ I have a ready structure   ☐ I need design

Form style

Перетащите файлы в эту область

Выбрать файл

What actions should a visitor take on your site for you to consider that everything was successful?

Examples

Addresses of sites that you like and what exactly, list (required)

Addresses of sites that you don't like and what exactly (required)

Color spectrum

Colors to use (No more than two colors)

Colors that cannot be used

Graphic materials

What associative graphics should be used in design?

What kind of graphics do you prefer?

☐ Photographic images ☐ Hand-drawn graphics

Animation

☐ Icons
☐ Transition between pages
☐ Screensaver in front of the site
☐ At the discretion of the designer
☐ Logo
☐ Menu

Ideas

Do you have ideas that you would like to implement in your design?

What you absolutely do not want to see in the design of the site?

Необходимые страницы сайта

☐ Home
☐ About the company
☐ Services
☐ Portfolio (list of completed works / projects)

- ☐ Our team (photo of employees, full name, position, contacts)
- ☐ Reviews (about the company, product or service)
- ☐ News (list of news, view news)
- ☐ Articles (list of articles, view article)
- ☐ Partners / clients (List of partners / clients with logos and a brief description of each)
- ☐ Promotions (list of promotions, view promotion)
- ☐ Jobs (with a resume submission form)
- ☐ Blog
- ☐ Photo gallery (list of albums, list of photos, enlarged photo)
- ☐ Video gallery (list of albums, list of videos, view videos)
- ☐ Prices, price list
- ☐ Events, activities (with categories, calendar)
- ☐ Licenses, certificates (section or a separate block on the main page)
- ☐ Documents for download
- ☐ Contacts (feedback form, map, contact details)
- ☐ Question / Answer
- ☐ Forum (creating separate topics for communication on the site)
- ☐ Polls

Additional pages:

- ☐ Search results page (if there is a search on the site)
- ☐ 404 page (unique appearance of the error page)
- ☐ Site map

Catalog / online store pages:

- ☐ Catalog (list of categories, list of products, product card)
- ☐ Checkout (authorization, delivery, payment, order confirmation, successful checkout)
- ☐ Comparison of products
- ☐ Personal account (personal information, my orders, my subscriptions, viewed products, edit password, edit information)
- ☐ Wishlist (page with favorite products)
- ☐ Payment and delivery (text + accompanying graphics)

☐ Other...

Required site functionality

Basic functions:

Catalog / online store functionality:

☐ Pop-up basket of goods

☐ Quick view of goods

☐ Registration / Authorization

☐ Filter of search by catalog (the filter allows you to display goods by certain parameters, for example, by color, manufacturer, size, etc.)

☐ Sort by catalog (the module allows you to sort goods by price, novelty, popularity.)

☐ Recommended products (they also buy with this product)

☐ Discount calculation (depending on the order amount or other criteria)

☐ Booking system

☐ Online fitting

☐ Labels (discounts, new, popular)

☐ System for notifying customers about the status of an order

☐ SMS mailing

☐ Payment systems by credit cards and electronic money

☐ Generation of invoices / receipts for payment

☐ Import/Export data from/to .XLS, .CSV, .XML

☐ Customer Support System (Ticket System)

☐ Price Calculator (with calculation sent to the client and site administrator).

☐ Automatic detection of the geographic region of the visitor

☐ Other...

Языковые версии сайта

☐ Ukrainian ☐ English ☐ Russian

Other languages. Specify, separated by commas, ...

Preparing content for the site

Do you have unique texts for the site?

☐ Yes ☐ Will be later ☐ Need to write

Do you have high-quality copyright photos for the site?

☐ Yes ☐ Will be later ☐ Need to write

Do you have a video for the site?

☐ Yes ☐ Will be later ☐ Need to write

Further development and advertising

Who will maintain and update the site?

Do you plan to promote the site in search engines?

☐ Yes ☐ No ☐ Need advice

Are you considering promoting your site on social media?

☐ Yes ☐ No ☐ Need advice

Budget and timeline

Estimated budget for website development

20000

Desired and obligatory deadlines for project delivery in months

6

Estimated budget for website promotion and advertising

20000

Your comments, questions, wishes

Send