

Website Brief Template

Basic Information

Company Name:

Contact's Name:

Contact's Position:

Contact Information:

Business Information

Mission:

Values:

Vision:

Additional Information:

Project Overview

New Website or a Redesign?

Expected Deliverables:

Tone / Voice:

Key Functionalities:

Website Brief Template

Project Goals

Target Audience

Age:

Gender:

Values:

Additional Information:

Competitors

Competitor #1:

Competitor #2:

Competitor #3:

Competitor #4:

Design Requirements

Website Brief Template

Timeline

Date & Milestone:

Date & Milestone:

Date & Milestone:

Date & Milestone:

Date & Milestone:

Additional Information:

Budget

Requirement:

Requirement:

Requirement:

Requirement:

Requirement:

Total Budget:

Website Brief Template

Deliverables

Deliverable:

Deliverable:

Deliverable:

Deliverable:

Deliverable:

Additional Information:

Hosting

Maintenance

Anything else of importance: