

Website Design Request Form

CLIENT DETAILS

Company Name:		ABN:
Postal Address:		
Suburb:	State:	Postcode:
Primary Contact Number:		Fax:

SECTION 1: GENERAL INFORMATION

About your Organisation/Company:

(This is a chance to let the designer know more about your organisation or company; its mission, overall aims & objectives or products & services.)

What is the target audience for the Web site?

(Customers, Venture Capital Groups, sponsors, the general public or a niche market?)

Explain the concept of the Web site

(In one or two sentences)

What are the technological requirements?

(Will you need a domain name and specialist hosting services?)

Summary:

(This is a short paragraph describing the project and its marketing requirements. It will summarise the purpose of the web site. Why do you want a web site? What is it meant to achieve over what period of time?)

What elements of your web site have been prepared already?

(A company logo, the mission statement, or photographs of key personnel?)

Define the aesthetic style you are looking for?

(Light-hearted and funny; trendy and cutting-edge; in line with some existing corporate image?)

Are there any existing Web sites you like the look or feel of?

(If so, you should include a list of URLs (Addresses) these in your brief. This will give the designers a better idea of your likes/dislikes.)

What themes or images come to mind when you think about what your Web site will look like?

(If there are any images you have in mind or to hand, make sure and show those to the designer on presentation of the brief. It's always easier to show someone a mental image than to simply describe it in words.)

What kinds of illustrations/images will be used?

(Is there a series of photographs or designs that you'd like to use in the development of the site?)

What are the main messages the site needs to get across to its audience?

What kind of information will the site contain and where will that information come from?
(If you don't have a site editor, now's a good time to start thinking about choosing one.)

SECTION 4: FINAL REQUIREMENTS

Who needs to review or approve the development of the site?

What is the deadline date for project completion?

What are the plans for further development of the site?

Who is/will be responsible for updating the Web site?

DESIGN BRIEF AUTHORISATION

Name:

Signature:

Date:

ⓘ Please ensure you have entered the correct details before you proceed any further.
After your details are reviewed, you will be contacted in regards to your website.

SIS Group Pty Ltd
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