



# Generic website design brief - sample

Prepared by xxxx, xx xx date

*[Briefs need to be just that - for smaller sites it's possible to fit all you need on two pages, it's rear to need more than five pages].*

## 1. Background

*Broad description of your organisation, including legal status, staffing and locations.*

*Details of websites, social media and anything else digital your organisation does.*

## 2. What is the project all about?

*Include a narrative description of the what, when, where and why of the project.*

*This may include an outline of your current situation, particularly if you have an old, creaking website you're seeking to upgrade or replace.*

*Note down any future plans for expansion or extensions. Is this phase one of many?*

### Website/ project goals

*List a short, bald list of the goals. Bullet points are good.*

### Audiences

*Include a breakdown of primary and secondary target audiences. Back this up with website statistics if you've got any. Being descriptive as well as factual (eg age range, gender) can be helpful.*

### User research - optional

*Include a summary of any documented research you have undertaken to determine needs, etc. Offer to send full research if this is appropriate.*

### Preparations to date – optional

*This can include a describe any content that you have already prepared.*



### **3. What we need help with**

*Explain the scope of the project. Unless you have completed a thorough discovery process yourself and documented this, it is typical to invite the web developer(s) to spend time workshopping and doing research about the structure and best technology fit for a planned website or upgrade.*

#### **3.1 Information architecture and user experience**

*If you have pre-determined how you want to do this, then detail them it here. Otherwise state that you want (or not) a written outline of the website structure before development commences (eg wireframe, sitemap).*

*NB web-design process are changing, with many developers taking an 'agile' approach, where they start working on highest identified needs, dive into coding, and quickly share working prototypes.*

#### **3.2 Visual design**

*Reference any brand or identity guidelines, colors and imagery.*

*Attempt your best at writing something about what you envisage the website looking. Be evocative!*

*You could include a reference site or two, say why you like it.*

#### **3.3 Functionality**

*Describe the way you want your website to work. This needs to be in sufficiently meaningful detail to enable a web developer or company to understand the scope and complexity of the work required. It is not necessary to describe the actual widgets, coding or related technologies.*

*If you only envisage 20 pages, under three headings, say so. Large, complex, ditto.*

*This may include things like:*

- *forms*
- *embedded media*
- *media types – text, video, audio, images, documents*
- *membership levels and roles*
- *blog or other news feeds*
- *distribution by email, RSS, other*
- *social media integration, including sharing*
- *shopping cart*
- *security.*

*Indicate if you require a Content Management System, and if you have a preference (eg Wordpress, Drupal, Silverstripe, etc).*

*Describe the devices you want the website to work on.*

*Detail any integration, with CRM, accounting, learning, shop, fundraising or other software*

### 3.4 Standards

*Describe any standard you want to for code or usability. It is recommended you include a reference to accessibility guidelines (search for WCAG, or [www.webaim.org](http://www.webaim.org)).*

### 3.5 Hosting and maintenance

*Indicate if you require hosting and any if you have constraints around this (eg NZ based), or if you already have a preferred website hosting provider. Also, note if you are seeking an ongoing, regular maintenance contract.*

## 4. Project deliverables and process

### Timeline

*Indicate when you would like the website completed by.*

### Proposal process

*Indicate steps you will take to decide on a developer, including if a presentation or meeting will be required, and/ or site visit. Note if you need referees or references. Include a rough timeframe for your decision-making.*

*Include key, high level criteria - this makes it easier to explain why someone wasn't selected.*

*Outline what type of response you are expecting*

### Budget

*Indicate an upper amount you've allocated to spend.*

### Additional terms and conditions

*Mention anything else that may materially affect the potential developers ability to respond.*

### Contact

*Provide contact information for the Web Champion or Project Manager.*



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