



SMARTWEBCANADA
smart websites, smart technology, smart people

Web Design Brief for Dentists

Design Brief

We begin each project with a briefing process to clearly identify your objectives and expectations. The briefing process gives us the best chance of producing work that fulfils your expectations. This document outlines the details that we seek during the briefing process.

1. Basic Information

Contact Person

Name:

Email:

Phone:

Office Information

Practice Name:

Slogan / Tagline:

Doctors:

Office Address:

City:

Province:

Postal Code:

Phone:

Fax:

Emergency Phone:

Email:

Office hours

Driving Directions / Surrounding Info

(if you would like to incorporate in your website, please provide)

2. Practice Information

Type of Practice

Check off the types of your practice

General Dentistry	Preventive Dentistry
Cosmetic Dentistry	Orthodontics
Pediatric Dentistry	Public Health Dentistry
Oral Pathology	Periodontics
Endodontics	Oral Surgery
Prosthodontics	Other:

Services

Check off the services that your office provides

General Dentistry: Composite Fillings Root Canal Therapy Dentures & Partial Dentures Inlay Restorations Onlay Restorations Composite Fillings Dentures Bite Guards Other:	Cleaning & Prevention Dental Exams & Cleanings Dental X-Rays Digital X-Rays Home Care Oral Cancer Screening Other:
Cosmetic Dentistry Bridges Crowns Teeth Whitening Porcelain Veneers Lumineers Composite Fillings Porcelain Crowns (Caps), Inlays & Onlays CEREC Dentistry (One-Visit Crowns) Porcelain Fixed Bridges Other:	Orthodontics TMJ (Temporo-Mandibular Joint Dysfunction) Invisalign Braces for adults Braces for kids Other:
	Endodontics Cracked Teeth Treatment Root Amputation Root Canal Treatment Endodontic Surgery Endodontic Retreatment Other:

Services

Check off further services that your office provides

Oral Surgery	Sedation Dentistry
Oral & Maxillofacial Surgery	
Wisdom Teeth Extractions	Laser Dentistry
Bone Grafting	
Dental Implants	Pediatric Dentistry
Impacted Canines	
Oral Diseases	
Other:	

Please List additional Services

Please list professional affiliations

(Canadian Dental Association etc.)

Please list any awards or achievements for your dental practice

3. Strategy

USP - Unique Selling Proposition

It's what would make a customer choose your services or products over the competitors' services or products. What are your specialties you want to be emphasized?
(latest equipment, holistic dental care, etc.)

Target Audience

What are your target market's demographics & psychographics?
If you have multiple audiences, rank them in terms of importance. (ie. the age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach.)

4. Website Details

Primary Domain Name:

Is the domain name registered?

Yes

No - I want SmartWeb to register my domain name

No - I will register the domain name myself

Website Title

((Limit length to 65 characters))

Homepage Description

(Exactly summarize the page's content and try to add a description that should attract user to visit your website if they saw your description on search engine lists. Use maximum 150-160 characters)

Site Keywords

Use maximum 15 comma separated Keywords and keyword phrases that you've targeted.

5 Page items and structures

Please list all pages you wish to have on your website and give us an idea about their order.
(Sitemap)

For example:

- Home
- Our Office
- About the Doctors
- About the Team
- Office Tour
- Services
- General Dentistry
- Restorative Dentistry
- - Crowns
- - Veneers
- Gallery
- Contact Us
- Request an Appointment
- Blog

6. Favorite Sites

Please list 3 websites you like. Include the URL, what you like about each site, and what you would improve upon. These sites don't have to be in the same business realm. By getting sites you like, we get a good feeling for your design sense. By finding out what you would improve upon, we learn a lot more about what you are looking for .

Website Address (URL):

What do you like about this site?

Website Address (URL):

What do you like about this site?

Website Address (URL):

What do you like about this site?

7. Look and Feel

If you have specific ideas on how you would like the content to appear on your home and interior pages, please feel free to attach hand-drawn or computer-generated wire-frames for your layout designer to consult when creating the mock-ups.

Corporate Identity

Colors

Do you have any ideas of the colors or colour schemes to be used, and colours you don't like?
(please provide color codes if possible)

Fonts

Are there any preferred fonts you want to be used?

Style

What general type of look and feel are you looking for in your new website?
(e.g. clean, modern, friendly, corporate, light color, dark colour, unique, dirty)?

Navigation

Do you have layout requirements or preferences for the main navigation?
(No preference/Horizontal/Vertical left/Vertical right)

Banner

What type of imagery you feel would be suitable for your website banner?
(e.g. beautiful women smiling, happy young family, different ethnic people, office interiors etc...)

8. Materials

What materials can you provide for your website?

Logo files	Patient form (PDF)
Personal photos	Financing info content
Dental office photos	Services / procedures content
Before & after photos	About us / Our office content
Stock photos	Doctor / staffs' bio content
Dental material images	Doctor / staffs' photos
Welcome message	FAQ (content)
New patient policy	Useful Links

Please list additional materials you can provide

The following materials that we will need from you as soon as the mockup is approved. We suggest compiling these materials at your soonest convenience.

- Domain name purchased credentials
- Welcome message (home page)
- About Us page content (if applicable)
- Insurance/ financial info (if applicable)
- FAQs (if applicable)
- Testimonials
- Photos & images (ie. before & after, staff photos, office photos etc...)
- Social network account information (if applicable)
- Newsletter provide account login (ie. mailchimp, icontact etc..)
- Original logo file (if applicable)

9. Timeline

Desired website launch date?

10. Comments:

If you have any comments, desires or wishes please provide.

THANK YOU!

Thank you for taking time out of your day to fill out the design brief.

Please save this file for your reference and email it to us:

design@smartwebcanada.com

One of our web designer will contact you shortly.

Please ask us for more information on our additional services. We are committed to working with you to provide a complete professional image that graphically represents your company's superior products and services.