



**SMARTWEBCANADA**  
smart websites, smart technology, smart people

## Web Design Brief

# 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.

## Basic Information

### Contact Person

Name:  
Email:  
Phone:

### Company/Organisation

Practice Name:  
Slogan / Tagline:  
Doctors:

Office Address:

City: Province:

Postal Code:

Phone: Fax:

Email:

Office hours

Driving Directions / Surrounding Info  
(if you would like to incorporate in your website, please provide)

## Company/Organisation

What sort of Business are you in?

Please describe the personality of your organisation using five to ten words  
(e.g. young, vibrant, technology based, etc.)

What products or services do you specialise in?

## Your existing Website

Website Address (URL):

What you think is good about the website?

What is bad about the website?  
(e.g. old color schemes, out-dated design, low traffic levels, etc.)

Who hosts the current site? Would you able to provide FTP details?

# Requirements for the new Website

## General

What are the key objectives for your new website?  
(online-shopping, consumer information, improve brand awareness, etc.)

When would you like your website go live?

## Functionality

Please check-off the areas of functionality you are interested in.

Blog	Photo Gallery
Calender	Price Comparison Chart
Contact Form	Print Friendly Version
E-Commerce Shopping Cart/Online Store	Poll & Survey Integration
Video Integration	RSS
FAQ's	Sliding Banners
Flash Animation	Social Network Integration
Font-Style-Changer	Site Analytics/Statistics
Mobile Version	Site Search
Multi Languages	SSL Certificate
Newsletter Integration	Testimonial Form
PDF Form Creation	

Please List additional functions

## 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.)

Homepage 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.

## 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

### Colours

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

## Pages and Pagestructure

Please list all the pages you want to have on your Homepage 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

## Materials

What materials can you provide for your website?

- Logo files
- Personal photos
- Stock photos
- Welcome message
- Services / procedures content
- About us / Our office content
- FAQ content
- Useful Links

Please list additional materials you can provide

The following materials that we will need from you as soon as the mock-up 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)
- Photos & images (ie. staff photos, office photos etc...)
- Social network account information (if applicable)
- Newsletter provide account login (ie. mailchimp, icontact etc..)
- Original logo file (if applicable)

## Timeline

Desired website launch date?

## 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 this 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.