**WEBSITE REDESIGN BRIEF**

Please, take your time to fill out the following form, the knowledge we will gain from the following questionnaire is going to help us to create an amazing website for your success. If you do not possess information to fill out the field, please leave it blank. Let's generate some wows!

**CONTENTS**

[BACKGROUND](#_ly2h02stglxl) 1

[BRANDING](#_qt21ftjv2kgz) 2

[PRODUCT](#_nrybir2uc5pj) 2

[TARGET AUDIENCE](#_hcec4g7n0xkb) 3

[PREVIOUS WEBSITE](#_47xaztuvfo6r) 5

[NEW WEBSITE](#_3trb8f1hb2bo) 6

[COMPETITORS](#_aeh7tlnurtjb) 10

[PROJECT COOPERATION](#_wu10m63p80gv) 10

[OTHER DOCUMENTATION](#_9u4adnajwr07) 11

### **BACKGROUND**

|  |
| --- |
| Please describe your business background, its vision and mission. |
|  |

|  |
| --- |
| How long has your business been established? |
|  |

|  |  |
| --- | --- |
| Describe the company using five words. | |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

|  |
| --- |
| What is the single most important message you want to get across to your audience? |
|  |

|  |
| --- |
| What emotions do you want your business to provoke within your customers? |
|  |

### **BRANDING**

|  |
| --- |
| Do you have existing branding, logos, and colors schemes? |
| Yes / No |

|  |
| --- |
| Can you provide any brand guidelines (preferably incorporating details on the tone of voice, phraseology, etc)? |
|  |

### **PRODUCT**

|  |
| --- |
| Describe the products you sell or services you provide. Why your unique value proposition is important on the market? |
|  |

|  |
| --- |
| Describe your business model and pricing matrix? |
|  |

|  |
| --- |
| What are the key features and user flows within your product? |
|  |

### **TARGET AUDIENCE**

|  |
| --- |
| Who is your target audience? |
|  |

|  |  |  |
| --- | --- | --- |
| Describe your ideal customer | | |
| **General Info** | **Customer 1** | **Customer 2** |
| Name |  |  |
| Gender split |  |  |
| Age Range |  |  |
| Job Title |  |  |
| Education |  |  |
| Industry |  |  |
| Lifestyle in one quote |  |  |
| User pains: |  |  |
| User goals: |  |  |
| User challenges: |  |  |
| Other |  |  |

|  |  |  |
| --- | --- | --- |
| Describe your ideal customer | | |
| **General Info** | **Customer 3** | **Customer 4** |
| Name |  |  |
| Gender split |  |  |
| Age Range |  |  |
| Job Title |  |  |
| Education |  |  |
| Industry |  |  |
| Lifestyle in one quote |  |  |
| User pains: |  |  |
| User goals: |  |  |
| User challenges: |  |  |
| Other |  |  |

|  |
| --- |
| What part of your general customer amount does the previous user portraits represent? Please, describe us the users that are not covered by a previous question. |
|  |

|  |
| --- |
| What do they currently think and how do they feel about your company? (User feedback)? |
|  |

|  |
| --- |
| What tasks does your client want to achieve and what problems to resolve coming to your business (User goals & pains)? |
|  |

### **PREVIOUS WEBSITE**

|  |
| --- |
| What is the URL of the old website? |
|  |

|  |
| --- |
| What do you like about your previous website? |
|  |

|  |
| --- |
| What don’t you like about the old website (i.e. old color schemes, outdated design)? |
|  |

|  |
| --- |
| What levels of traffic is it currently receiving? |
|  |

|  |
| --- |
| What content/functionality has been successful in your current website? Why is it considered successful? |
|  |

|  |
| --- |
| What content/functionality has not been successful in your current website? Why is it considered unsuccessful? |
|  |

|  |
| --- |
| Could you please provide analytics for your previous website? |
|  |

### **NEW WEBSITE**

|  |
| --- |
| What do you need a new website for: traffic, sales, response rates, leads generated, online authority, general introduction? |
|  |

|  |  |
| --- | --- |
| What goals would you like to achieve by creating new website? What are your measures of success ? | |
| **Goals to achieve** | **Measures of success** |
|  |  |
|  |  |
|  |  |
|  |  |

|  |
| --- |
| Do you have problems that you experience constantly? Why are you experiencing this problem? Why the new website will solve the user problems? |
|  |

|  |
| --- |
| Do you have the website navigation structure you foresee for your future website (sitemap)? |
|  |

|  |
| --- |
| Do you have the content (text, images, photographs or videos) for your new website? |
|  |

|  |  |
| --- | --- |
| What features should your new website have (Yes / No)? | |
| Blog |  |
| News |  |
| E-commerce |  |
| Photo Galleries |  |
| Video Galleries |  |
| User Profile |  |
| Portfolio |  |
| "Events" Section |  |
| Calendar for Events |  |
| Website Contact Form |  |
| Other |  |

|  |
| --- |
| What are the key user flows that you would like to have on the website? |
|  |

|  |
| --- |
| With what “calls to action” you want your users to interact on the website? |
|  |

|  |
| --- |
| How do you plan to generate traffic on the website? The main source will be a blog or other pages? \*It would be more productive to involve SEO specialist / team at the very beginning of a project. |
|  |

|  |
| --- |
| Will the website need to integrate with any other software? For example, CRM systems, booking engines or payment gateways. |
|  |

|  |
| --- |
| Will the website integrate with social networks, if so which ones? |
|  |

|  |
| --- |
| Do you want your site to be available in different languages? If so, which ones? |
|  |

|  |  |  |
| --- | --- | --- |
| Please, list around 5 websites that you like the look of, including brief notes on what you like about them. | | |
| **№** | **Website** | **Brief Notes** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

### **COMPETITORS**

|  |  |  |
| --- | --- | --- |
| Who are your competitors or who you might be compared with? | | |
| **№** | **Company name** | **Website** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

|  |
| --- |
| How do you differ from them? |
|  |

### **PROJECT COOPERATION**

|  |
| --- |
| Do you have your existing development team or development partner? |
|  |

|  |
| --- |
| Do you have your existing SEO team or SEO partner? |
|  |

|  |
| --- |
| What’s your timeline? |
|  |

|  |
| --- |
| What’s your financial commitment for that project (budget)? |
|  |

|  |
| --- |
| Please, describe stakeholders for this project on your side? What are their roles and responsibilities? |
|  |

|  |
| --- |
| Do you have any other comments? |
|  |

### **OTHER DOCUMENTATION**

|  |  |
| --- | --- |
| Please, provide us with the following documentation, if you have it on-hand. | |
| 1. | Your logo & corporate identity pack (ideally, in a vector format such as .eps, .pdf or .psd); |
| 2. | Documentation on your website (website map, information architecture, customer journey map). |
| 3. | High-level documentation on your product and/or business (business model canvas, UVP canvas). |

Great job, you did well! Be sure that your time was not wasted and this document helped us a lot. If you were not able to fill out the entire questionnaire do not worry - we will do it together in the scope of our project.