Before You Commit – Complete this Creative Brief for Website Design

To make sure that your Project Vision and website goals are crystal clear…

You and your team should be able to answer the following questions. This document is purely for your personal use – but if you should decide to engage a web designer your answers will be invaluable to them as well.

Your Task	Your Response	Complete Y/N
Background: Write as much as you can about your business		
Key Objective/s: What is the purpose of having a website? What do you hope to gain from engaging this style of communication?		
Key Messages: What message do you want the website to communicate		

Target Audience: Who will view this website? Or who would you like to view it?		
Single Minded Proposition: What is the single most compelling thought you would like to communicate through the website?		
Support: What support/evidence do you have that proves/supports the single minded proposition?		
Desired Consumer Response/Takeout: What is the desired response from visitors to your site? What do we want them to think? Do? Feel?		
Job Description/Outputs: What are the deliverables you expect from engaging a web designer?		

Tone: What should a web designer be using, or how should they be speaking to the target audience?		
Creative Mandatories: What are the essentials? E.g. logo, styleguide, photographs etc Where will these be sourced?		
Media Considerations: Are there any other media considerations (campaigns, launches etc) that your web designer should be aware of?		
Timings: What are the key dates for this communication? What is the Deadline?		
Other Comments: Is there anything else you would like to add?		

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