

Company name:

Company details:

Contact person:

Date:

We have put this creative brief together in order to be able to estimate cost and timeframes for your project. The more detailed information you can give us, the more accurately we will be able to define each project.

Please answer as many questions as you can and ignore the ones you feel do not relate to your project.

The Basics

1. **Organisation** - Please describe your organisation in a short paragraph and the concept, product or service that your site will offer.

2. **Team** - Who are your main contacts for this project? Please list names, email addresses and phone numbers:

Timeframe - When do you expect this project to start and when does it need to be completed? Are there specific reasons for these dates like trade fair or product launch?

3. **Budget** - Your budget dictates how much time we can devote to your website. What is the budget for this project? Can we split the project up in phases to accommodate budget constraints?

Your Objectives

4. Do you already have a website? What is your current/intended web address (URL)?

9. **Content and Design** - Describe how you would like users to perceive the new site. (e.g. modern, professional, innovative, friendly, fun). Is this different than the image perception of your current site?

10. Any ideas you may have for your site.

11. Browsing through the internet, which websites did you like?

12. What elements do you like in particular? e.g. how menu is displayed, colors, etc.

Content Management System

13. Are you using a content management system?

14. Please describe the system and it's main features. Are you happy with the system?

15. Do you require a content management system?

16. Please describe the features you would like to have included:

17. **Hosting** - On which hosting plan are you currently?

18. Do you want to stick with your current host company?

19. **Graphics** – Do you have a style guide to logo and company colors you would like to use?

Thank you for taking the time to complete the Creative Brief. Please return it to christine@numbereleven.com.au