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| --- | --- |
| [https://smart-design.by/](https://smart-design.by/en/)en/  [mail@smart-design.by](mailto:mail@smart-design.by)  +375293230623 (Telegram, Viber, WhatsApp) |  |

**Website Development Brief**

*For a better understanding of your goals, we kindly ask you to fill out the questionnaire as detailed as possible. This will help us to quickly estimate the price and terms of implementation.*

|  |  |
| --- | --- |
| Date |  |

**Way of communication**

|  |  |
| --- | --- |
| Contact Person |  |
| Telephone / Skype |  |
| Email |  |
| Comfortable time for a call and your time zone |  |

*We guarantee complete confidentiality of the information provided about you and your activities.*

*If you are having difficulties completing the brief, please feel free to contact us in any way convenient for you. We will fill it together.*

**Information about your company**

|  |  |
| --- | --- |
| Your current web site  (if you have one) |  |
| Desired domain name |  |
| Name of your company Example: «ROZETKA», «ebay». |  |
| Specialization of your company Example: «Online store», «Design studio», «Enterprise» etc. |  |
| Company tagline |  |
| The scope of your company  Describe in simple terms what you do and what you offer, as if addressing your consumers. |  |
| Your main products and services |  |
| Target audience | - Age:  - Sex:  - Occupation: - Income:  - How people decide to become your customer :  - Why do they need your site:  - What’s the share of your customers using mobile devices: |
| Why do you need a site  Please underline the main purpose | |  |  | | --- | --- | | - PR;  - Attracting new customers and partners; - Selling goods via internet ;  - Getting feedback from customers; | - Informing customers;  - Selling commercial ; - Entering new markets;  - Other : | |
| Competitive advantages of your company  Why you are better than your rivals |  |
| Contacts  Please, point the information that needs to be available at your site |  |

**Concept**

Website type

*Please Indicate which type of site you need*

*(put a plus opposite the necessary items)*

|  |  |
| --- | --- |
| Landing-page Selling page. Exclusive original design that favorably represents the Company, the use of non-standard ideas and solutions in the design. |  |
| Online Store Sale of goods, services via the Internet, automation of business processes. |  |
| Catalogue  Informing the customers about the list of offered products |  |
| Business card site 1-10 pages that fully describe basic information about you, the services offered and how to contact you. |  |
| Individual projects Implementation of any non-standard web solutions in the field of design and resource functionality. |  |

**Design**

**Examples**

*We kindly ask you to indicate examples of sites that you like. Please do not forget to indicate the main reasons why certain examples are on this list.*

|  |  |
| --- | --- |
| Please provide us with the links to the websites that you like and explain why |  |
| Please provide us with the links to the websites that you do not like and explain why |  |

**Color spectrum**

|  |  |
| --- | --- |
| Colors that we should use |  |
| Colors that shouldn’t be used |  |

**Graphic materials**

|  |  |
| --- | --- |
| What associative graphics should be used in design? |  |
| Which graphics is preferred? | - Photos  - Hand-drawn graphics |

**Pages and functionality**

*Please Indicate the pages and functionality that should be present on your site (this directly affects the final budget of the project)*

|  |  |
| --- | --- |
| Required site pages  Please underline what you need | ***Informational pages:***  - Main page  - About us  - Services  - Portfolio  - Our team (names and photos of your employees)  - Testimonials and reviews  - News (news list, viewing news)  - Articles (list of articles, viewing an article)  - Partners / clients (List of partners / clients with logos and a brief description of each)  - Stocks (list of stocks, viewing stocks)  - Jobs (with resume submission form)  - Blog  - Photo Gallery (album list, photo list, enlarged photo)  - Video gallery (album list, video list, video view)  - Prices, price list  - Events (with categories, calendar)  - Licenses, certificates (section or a separate block on the main one)  - Documents to download  - Contacts (feedback form, map, contact details)  - Questionnaire  - Forum (creating separate topics for communication on the site)  - Polls  ***Extra pages:***  - Page of search results (if there is a search on the site)  - Page 404 (unique appearance of the error page)  - Site Map  ***Catalog / Online Store Pages:***  - Catalog (list of categories, list of products, product card)  - Ordering (authorization, delivery, payment, order confirmation, successful ordering)  - My account (personal information, my orders, my subscriptions, viewed products, password editing, information editing)  - Product Comparison  - Wish list (page with selected products)  - Payment and delivery (text + accompanying graphics)  - Other ... |
| Necessary site functionality  Please underline what you need | ***Basic functionality:***  - Site search  - Callback order  - Interactive map  - Social widgets. networks  - Subscribe to newsletter / articles  - Online consultant  - Contact form  - Internal banner advertising (used to accent visitors to the landing pages of the site - promotions, sales, bonuses, special offers)  ***Functionality of catalog / online store:***  - Pop-up basket of goods  - Quick view of goods  - Registration / Authorization  - Catalog search filter (the filter allows you to display products by certain parameters, such as color, manufacturer, size, etc.)  - Sorting by catalog (the module allows you to sort products by price, novelty, popularity.)  - Recommended products (also bought with this product)  - Calculation of discounts (depending on the amount of the order or other criteria)  - Booking system  - Online fitting  - Labels (discounts, new items, popular)  - System for notifying customers about order status  - SMS sending  - Credit card and electronic money payment systems  - Formation of an invoice / receipt for payment  - Import / Export data from / to .XLS, .CSV, .XML  - Customer support system (ticket system)  - Cost calculation calculator (with sending the calculation to the client and the site administrator).  - Automatic detection of the geographic region of the visitor  - Other ... |
| Languages of the site  The additional language version is a full copy (translation of the entire site) or a simplified version (translation of several separate pages) | - English  - French  - Portuguese  - Other… |

**Preparing content for the site**

*When we design the final site structure, a content map will appear, under which you can write texts by yourself, select and process photos, videos.*

*When it is difficult to do this and even sometimes impossible within the company, we can do it for you, write about the needs and availability of finished materials.*

|  |  |
| --- | --- |
| Do you have unique texts for the site?  In order for your site to be promoted in search engines, it must have author text, if you want to copy someone else’s text from another site, you need to rewrite it and check for uniqueness using the text.ru service |  |
| Do you have high-quality authoring photos for the site?  We recommend that you use only photos for which you have copyrights - you yourself took them, bought from a photographer or in the photo stock; photos must be of good quality, processed in the same style |  |
| Do you have video for your site?  Visitors like to watch a video if it provides useful information, for example, lessons in owning your tool, or funny video - then from its distribution you will get a viral effect |  |

**Further development and advertising**

|  |  |
| --- | --- |
| Who will support and update the site? |  |
| Are you planning site promotion in search engines? |  |
| Are you considering the possibility of promoting the site on social networks? |  |
| Is hosting required for the site? |  |
| Is hosting or server administration required? |  |

**Additional information**

|  |  |
| --- | --- |
| Would you like to have a chat popup? |  |
| Would you like to have analytics system, perhaps there are preferences? |  |
| Please describe your unique selling proposition.  You can provide along with the content for the site. |  |
| Do you have testimonials? |  |
| Price or service tables. |  |
| How to find us instructions. |  |
| Logo  Do you have your own logo or it needs to be developed? |  |
| Pages Titles and Description? |  |
| Promo or deadline countdown?  Do you plan to place a promotion or a deadline for visitors? |  |
| Certificates or Cases?  Would you like to place certificates or cases, various documents on the site? |  |

**Budget and timeline**

|  |  |
| --- | --- |
| Estimated website development budget. |  |
| Desired and mandatory deadlines for the project |  |
| Estimated budget for website promotion and advertising. |  |

**Your comments, questions, wishes**

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*Thank you for working with us!*