

[YOUR LOGO HERE]

Design Brief

* Required

1. Email address *

I. Contact Details

2. 1. Name *

3. 2. Company Name *

4. 3. Company Address *

II. Mode of Contact

5. a. Email *

6. b. Skype ID *

About the Project

7. 1. Website Name *

8. 2. Website URL

9. 3. Project Type *

Mark only one oval.

New Project

Redesign existing project

10. 3.1 How can we help? *

Check all that apply.

Website

E-Commerce - Best for setting up your products for online purchases. We take care of the complicated coding, security processes or payment integrations so you'd only have to think about which products to sell.

Product Design - Product mockups, packaging, etc.

Creative - Logo case studies, web style guide, branding guides, business cards, etc

Marketing/Advertising Collaterals - Emails, Banners, Ad, Posters, Brochures, etc.

Other: _____

11. 4. When is the ideal date to get this site online?

(Kindly skip this question if there's none.)

Example: January 7, 2019

12. 1. Sitemap/List of Pages *

You can create sitemap here - <https://www.gloomaps.com/>

13. 2. What are the primary goals of this site?

Check all that apply.

- Explain your products and services
- Bring in new clients to your business
- Provide your customers with information on a certain subject
- Deliver news or calendar of events
- Create a blog that addresses specific topics or interests
- Sell a product or products online
- Provide support for current clients

14. 3. Provide websites of your closest competitors.

15. 4. Do you have a new copy of content for all pages? *

Mark only one oval.

- Yes, we have a new text content.
- No, but we can use the content from the existing website pages.
- No, but we can use dummy content/placeholders which we'll curate the copy content for.

16. 4.1 If yes, please attach your content:

Files submitted:

17. 5. What are your Conversion Goals?

Check all that apply.

- Call you
- Sign up for your mailing list
- Fill out a contact form
- Search for information
- Fill out a quote form
- Purchase a product(s)

Other: _____

18. 6. Do you have new photos, videos, assets or other resources? *

Mark only one oval.

- Yes, we have new resources.
- No, we can use the assets from the existing website pages.
- No, we can purchase from a commercial stock provider (e.g. Shutterstock).
- No, we can use FREE stock assets.

19. 6.1. If yes, please attach your resources:

Files submitted:

20. 1. Do you have an existing branding/logo? *

Mark only one oval.

- Yes, and I want to stick with it
- Yes, but I want a new one
- No, I want to create one

21. People are coming to your new site for the first time. How do you want them to feel about your site?

22. Is there a specific look and feel that you have in mind?

23. What are your 3 website design inspirations?

These are what we'll be using as primary design references when creating your new website mockup. Not sure what you like? We can send you three design inspirations instead!

24. Any additional instructions or clarifications?

25. Who will visit this site? Describe your potential clients. Age group, social economy, professions, and gender.

26. What is your brand's unique selling proposition (USP)?

27. How do people find out about your business right now?
