



# Online store development brief

Date  
(e.g., 01.01.2016)

## About the company

Company name

Main products and  
services

Current website address (if  
it exists)

Future website address (if  
it exists)

## Contact information

Person to contact

Phone numbers

Email

Office address

## Position on the market

Industry	
Target audience	
Product range	

## Design

*If the company has a logo and brand identity, please, attach them to the email. You can also write what elements of the corporate identity should be developed.*

Company logo	
Brand identity	
Brand colors	
Other (Is there already a design?)	

## Examples

*Industry specific examples are welcomed. If there are no such websites - list any websites you like. Why do you like them? Outline main reasons why you listed these websites.*

Websites you like	
Websites you dislike	

## Impression

What impression should the website make?	
What impression the website should NOT make?	

## Ideas

Do you have any ideas for the design in mind?

What do you NOT want in the design?

## Website functionality

Mark or color highlight functionality requirements and add comments in the right column, if necessary. For example, Functionality: «Sorting of product lists», Comment: «Sort by availability, product name, how many left in stock, price»; or Functionality: «Personal Account», Comment: «Track order status (list of available statuses), ability to: change payment options for the unpaid orders, track an order, change personal information and delivery information (a list of personal information), have a balance account on the website».

Functionality	Comment
Personal account	
Publish the store on Yandex.Market (Marketplace for online/retail stores)	
Sales	
Additional charges	
Tax calculation (e.g., shipping tax)	
Payment method	
Delivery types (Do you need integration with delivery services?)	
Social media integration (Ability to sign up with social networks, «Like» buttons, comments/groups/community widgets, etc.)	
Forum	
Live chat (Online consultant)	
Feedback form	
Email marketing (Should the emails include images?)	

Slider (For example, on the home page)	
List possible product features or write the estimated number of features	
System of selling points (for example, a product which comes in various types, colors, sizes) with different prices.	
Catalog sorting	
Several ways to display products (grid, list)	
Product comparison	
Nesting of catalog sections	
Ajax technology (It adds a possibility to update parts of the website without the need of a complete page refresh. For example, to add a product to cart)	
One step checkout	
News	
Blog	
Articles	
Media gallery (photos, videos)	
@sitename.com email address	

*List additional functionality requirements, if necessary. For example, import/export, 1C integration, feature filter, personal account and all individual requirements (because they directly affect the final budget of the project).*

**Requirement**

**Comment**


*Specify possible main sections of your future website, give detailed description of the main page and comment on the section content (note the type of the content, or features of every page):*

Home page	
About the company	
Services (subsection)	
Product catalog	
Contacts	

## Future development and advertising

Who will provide support and update the website?

Do you have plans for search engine optimization?

## Budget and time limits

Specify minimum and maximum budget for website development.

Specify desired and mandatory time limit

Specify minimum and maximum of an estimated monthly budget for website promotion and advertising.

## Your comments, questions, wishes

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Please send the completed brief at our email [netgon@netgon.ru](mailto:netgon@netgon.ru) and we will contact you to specify details and to start our productive collaboration.

*Thank you for reaching out to us!*

«NetGon» team  
[netgon.net](http://netgon.net)