

ИДЕИ ВОПЛОЩАЮТСЯ В ДЕЙСТВИТЕЛЬНОСТЬ

**NETGON**

TECHNOLOGIES

**Design brief**





In front of you is a preliminary brief for a website design development.

Please, provide detailed answers to the questions below.

Your answers will help us to outline the aims of the project and to choose effective tools to successfully complete it.

The brief is not a technical assignment, its main goal is to help us understand your vision of your future web project.

If you prefer to talk face-to-face, we will be happy to do so via voice or video call on Skype.

*We guarantee full confidentiality of the provided data.*

*We are ready to answer all your questions at [netgon@netgon.ru](mailto:netgon@netgon.ru)*



## How did you hear about us?

## About the company

Full company name. What does your company do?  
Website's domain name. If your company has a mission, strategy, goals or a slogan — mention them as well.

## Who to talk to

Please state first name, last name, position, email and phone number of the person who comes to decision. It is better if one person has a final word.

## Time limits and budget

When do we start the work and what is the deadline? If it is possible, please state an estimated budget.

## What do you advertise?

Tell us about the brand/product/service we will create a website for. What makes you different from your main competitors?

## Who are your competitors?

List your main competitors and name their websites. Note advantages and disadvantages of their websites.

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## Target audience

Describe the target audience of your website, divide it into groups and provide detailed information for each of them. What do we want the audience to do (to approach you for information, to visit a retail shop/service, to submit an order in a free form)?

## Examples of websites

List 3-5 websites you like (examples don't have to be industry specific). Also list a couple of websites you don't like. Describe in detail why you like and dislike these websites.

## Website layout width

What should your website width be? (Delete the unsuitable width from the list on the right).

- 960px
- 1024px
- 1280px
- another
- adaptive

## Logo and brand identity

Do you have a logo and brand identity? If you do, please send us examples of your brand identity along with the brief. If you don't, would you want us to develop it?

## Type of the website

Delete unsuitable items from the list on the left.

- Personal page
- Informational website
- Mini corporate website (business card)
- E-shop
- Corporate website
- Landing pages

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## Number of pages

Write the number of pages, we have to create.

## Style

Describe the color palette you prefer, or choose colors from the color scheme on the left. Define the mood and associations your future website should produce.

## Contact information

Whatever you find suitable — address, email, phone number, etc.

## Website navigation

What navigation menus will be on the webpages (on the left/right/top/bottom)? What sections and subsections it should have?

## Additional info

Write anything you deem important to successfully complete the project.

Number Colors:

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	32	33	34	35	36	37	38	39

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Please send the completed brief at our email [netgon@netgon.ru](mailto:netgon@netgon.ru)

Check out  
our portfolio <http://www.netgon.net>

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