ИДЕИ ВОПЛОЩАЮТСЯ В ДЕЙСТВИТЕЛЬНОСТЬ

NETGON

TECHNOLOGIES

Website development brief

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In front of you is a preliminary brief for a website 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*

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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 the 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.

Project structure

List sections of your future websites. Describe basic modules and functions your website should be integrated with.

Technologies

Is your website going to be adaptive? How will your website work on different devices?

Support and promotion

Will you require a web host or domain registration? Do you need support and website promotion?

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Website content

State the type and scope of information. Should we edit the texts or write them from scratch? Is a photo shoot required (photos of the staff/products/anything else)? Are you considering translating your website into foreign languages?

Style

Describe the color palette you prefer. If you have any elements of the brand identity, attach them to the email. If you don't, do you require a development of your brand identity? Define the mood and associations your future website should produce.

Design

Please mention anything that will help us to create design (existing design guidelines, 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 find important to successfully finish the project.

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Please send the completed brief at our email netgon@netgon.ru

Check out:

our portfolio http://www.netgon.net