

Writing a brief guide



clear thinking
made visual

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Client Design Guide

We require a short outline of your business and the service or product it provides, and to help you write this we have provided some useful questions.

What are the goal(s) you would like this process to achieve?

- Re-fresh/re-design your on-line presence
- Launch a new product or service
- Encourage enquiries
- Encourage sales
- Gain newsletter subscribers
- Obtain information from your audience (Data capture)
- Encourage users to tell a friend
- Encourage users to download documents

Describe the services and products your company offers. Be specific and state the obvious.

Identify other companies that you consider direct competitors.

Why might you consider the companies identified a success?

Have you identified your target market?

Please provide examples of what you consider to be good design and explain your reasons behind that conclusion.

Please provide examples of what you consider to be bad design and explain your reasons behind that conclusion.

Do you have any specific ideas that need to be considered before we commence the design process?

Do you have any current company point of sale, stationary or other sales literature that must be considered?

Do you have a deadline for the project?

Do you require the ability to update your website yourself?

Do you have a budget in place for on-going updates, if you preferred a design agency to keep your website updated?

Do you have the content (copy and images) ready to supply?