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CLIENT BRIEF

OVERVIEW

What does your organisation do?

How does your organisation communicate with the outside world already?

The timescale.

AIMS AND OBJECTIVES

How is the website going to help you meet your goals? Is the site a shop window on your organisation, or is it an online resource, or both? Be clear on how you will measure if the website is successful.

DEFINE YOUR AUDIENCE

Define your **Audience**. You may be working with people who are new to using computers so don't over-complicate your website. Ask yourselves:

- Who are the main audiences for your organisation? And for the website?
- What do you want them to do when they come to the website?
- Can they already get this information elsewhere online?

DESIGN SPECIFICATION

This is how you want the website to appear and will cover everything from layout to colour. Collect examples of other websites you like, and get as much printed material you possess (letter heads, business cards). Points to consider include:

- Do you have a house style? What elements do you want included in the design?
- Will the design appeal to your target audience, for instance younger children or older people?
- Do you have a logo? If not treat this as a separate prerequisite

List the main **Content** elements that you want included, for example:

- Organisation background
- News and press releases
- Client list
- Project portfolio
- Existing resources

- Contact details including location map, enquiry form, etc.
- Think about how often you will want to update the content, and will you want to do this in-house?
Points for consideration include:
- Where is the content for the pages going to come from?
- Who will be responsible for it in your organisation?
- Who will respond to enquiries from the website?

FUNCTIONALITY SPECIFICATION

The functionality specification includes information about the way people will navigate through the pages and the actions performed by any buttons or effects the client wants to include on the website.

There will be a number of specific functions the client may require. For example:

- A "Print this page" button
- A search facility for the website (if you have more than a few pages)
- A sitemap
- An "Email this Page to a Friend" button
- A message board
- A members-only area
- An "Add me to your email newsletter" form

SEO

Compile a list of websites you would ideally like to link to your website. This will help your search engine ratings. Think of key words that determine exactly what the organisation would be if summarised into 3 words. Would you be willing to participate in affiliate schemes, or like any advertisements placed, i.e. Google AdWords. If so, explain the budget requirements.