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WEBSITE//BRIEF

01// WHAT IS THE WEB PROJECT AIM?

Is it a new site or a redevelopment of an existing one? If it is a redesign project, we would like to see the existing site and find out what you would like to change.

02// WHICH RESULTS YOU WOULD LIKE TO ACHIEVE?

*What is the task of web site?
Please check all the items that matter to you.*

- ☐ Increase in attendance
- ☐ Development of a project
- ☐ Promotion of specific products and services
- ☐ Improving the company image
- ☐ Sales through internet
- ☐ Acceptance of payments
- ☐ Services for company employees
- ☐ Services for clients and / or partners

03// TELL US ABOUT YOUR BRAND.

*What is the name of your company?
Are there full and short versions of the name or different language versions?
If you have prior work on your mission of the company and a slogan, write them here.*

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04// WHO IS YOUR TARGET AUDIENCE?

Tell us about the audience that your site will be designed for.

Are they individuals or corporate clients?

What are their main geographical, ages, social, behavioral traits?

05// GIVE US EXAMPLES OF SITES THAT YOU LIKE.

Indicate successful sites according to your opinion.

Make a list competitors' websites, if they exist.

Are there any sites that you like from a visual point of view - not necessarily in your industry? What exactly do you consider successful in them?

06// WHICH SECTIONS SHOULD BE ON YOUR SITE?

- ☐ News
- ☐ Product catalog
- ☐ Ordering possibility
- ☐ Text sections (company profile, history, faq and so on)
- ☐ Section with downloaded files or documents
- ☐ Contact information
- ☐ Feedback form
- ☐ Map

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07// WHICH LANGUAGES WILL BE USED ON YOUR WEB SITE?

08// REQUIREMENTS FOR THE DESIGN OF THE SITE

If you use corporate images, attach them with this brief on email.

If you need photo session, write it down.

If you need a redesign of company identity, ask for a brief for this type of work.

09// DURATION OF THE PROJECT

If the project needs to be implemented in any specific time frame, indicate here.

10// WHOM CAN WE CONTACT FOR THIS PROJECT?

How to contact with you for further discussion for the project?

Specify, in which way it will be more convenient for you to communicate.

CLEAR

SEND VIA E-MAIL

WEB//ERKAN

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