



MEDIA SOLUTIONS

SITE DEVELOPMENT BRIEF

* - sign indicates a required field

Contact person*:	Date:
Occupation:	
Phone number*:	e-mail*:
Internet messengers (viber, skype):	

BACKGROUND INFORMATION

Company name	
Actual site address: (re-design)	
Company sector:	
Characteristics of key products and services*: (quantity)	
Competitors, their sites*:	
Competitors (their strategy, benefits, samples advertising) Market situation: (the place of the brand, its market share, the dynamics)	
Product Description Detailed description Consumption method Advantages and disadvantages Price positioning Brand essence	
Your vision of the site, its purpose and unique selling points *:	
What do you want the user as a result of visiting the site *:	See:
	Do:
	Sense:
Target Group /Description of targeted audience of the site *: Who are these people? How do they look ? What it feels like to be them? How do they concern to the product/service/offer which we want to sell them? Social demography/ Geography / Life style (Social class, life style, personality type/ objects of value (purchase occasion, benefits)/ Other (user status, usage rate, loyalty pattern, brand attitude, buyer readiness stage to product comprehension)	

Key insight What the consumer thinks about the category as a whole and the product/ service/ offer? What needs and wishes of the client are not satisfied? What is the client's motivation, barriers or simply important ideas about the advertised trade mark (brand)?	
Motivation Motivation consumption category Selection criteria Buying situation and consumption	
Benefits/ What advantages of the brand. Unique selling point. Rational or emotional benefits. Desired brand image	
Geography target audience of the site, the sale services and goods:	<input type="checkbox"/> Europe <input type="checkbox"/> The USA <input type="checkbox"/> Arab countries <input type="checkbox"/> All the world
Type of the site*:	<input type="checkbox"/> Promotion website <input type="checkbox"/> Corporate <input type="checkbox"/> Goods and service catalogue website <input type="checkbox"/> On -line store <input type="checkbox"/> Portal <input type="checkbox"/> Social networking website <input type="checkbox"/> Internet service
Main site sections*:	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Additional site«chips» (animation game, virtual tour etc.)	
Language version of the site*:	<input type="checkbox"/> English <input type="checkbox"/> Others

VISUAL REQUIREMENTS TO THE SITE

Brand-book availability, recommendations for creating templates of the site:	<input type="checkbox"/> Yes Please, give some recommendations	<input type="checkbox"/> No
The requirement of brand-book on the elements used in the design of the website or suggestions, if brand-book is not available.	Colours*: (required colors, their numbers, unwanted color)	
	Fonts*:	
	Component arrangement:	
	Additional wishes:	
Brand-book availability, recommendations for creating templates of the site:	<input type="checkbox"/> Yes Please, give some recommendations	<input type="checkbox"/> No

Website like that you like*:	
Website like that you don't like *:	
The required supply site*:	<input type="checkbox"/> Rational <input type="checkbox"/> Emotional <input type="checkbox"/> Advanced <input type="checkbox"/> Business <input type="checkbox"/> Humor

FURTHER QUESTIONS:

Do you need further support at launch site*:	<input type="checkbox"/> Software support <input type="checkbox"/> Design support <input type="checkbox"/> Info support <input type="checkbox"/> Business support	[] No
Do you need the advertisement support over the Internet at launch site*:	<input type="checkbox"/> Banner advertising <input type="checkbox"/> Indirect method advertising <input type="checkbox"/> Contextual advertising (key words) <input type="checkbox"/> PR-campaign	[] No
Do you need domain registration*:	[] Yes	[] No
Do you need hosting*:	[] Yes	[] No
What is the main reason to change the current site: (if re- design)	Improper site Lack of interactive elements Conducting an advertising campaign with new elements of image	