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| Web design & Development Project brief  |
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# Web Design/developmentProject Brief for Quantumcloud

# We've put together this client worksheet to help you give us the information that we need. By answering these questions, you will help us craft a proposal that meets your needs. If there are any areas or questions that you don’t feel are relevant to this project, please just skip them. We can always come back to it later.

# Please mail the completed worksheet to quantumcloud@gmail.com. We will get back to you asap!

# **DATE:** **BRIEF VERSION:** V01

# **COMPANY NAME:**

# **PRIMARY CONTACT NAME:** **EMAIL/PHONE:**

# **ALTERNATE CONTACT NAME:** **EMAIL/PHONE:**

# **PROJECT DEADLINE:**

# project background

**Briefly describe your company**

**Briefly describe the concept, product or service/s your website will provide/promote**

**Your current website link (if any):**
**Name three primary competitor websites and comment on their strengths & weaknesses**

|  |  |  |
| --- | --- | --- |
| Competitor website Link 1: | Strength: | Weakness: |
| Competitor website Link 2: | Strength: | Weakness: |
| Competitor website Link 3: | Strength: | Weakness: |

**What specific needs does this website meet for your profit model?
(In other words, if this website fails to be effective for your business, how specifically does it affect your marketing and profitability?)**

**What is the ballpark budget for this project?**

**To the best of your ability describe users of your webite (e.g. Young people looking to buy music)**

**Where/how do people learn about your company/product/service?**

**Why does your target audience need this website?**

# The Brand

**What is your Brand’s Style that should reflect on your website design?**
(Select all that applies or write your own)

Classic [ ]  Traditional Modern [ ]  Contemporary Professional [ ]

Corporate Casual [ ]  Artsy | Animated [ ]  Fun | Whimsical Hip | Trendy [ ]

High Tech | Digital [ ]  Other:

**Which qualities would you like your website to convey?**

Classy [ ]  Elegant [ ]  Bold [ ]  Bright [ ]  Colourful [ ]  Dramatic Geometric [ ]

Flowing [ ]  Curves [ ]  Accessible [ ]  Clean [ ]  Simple [ ]  Minimal [ ]  Calming [ ]

Organic [ ]  Trustworthy [ ]  Friendly [ ]  Active [ ]  Graphical [ ]  Cutting Edge [ ]

Innovative [ ]  Pretty [ ]  Playful [ ]  Conservative [ ]  Prestigious [ ]  Flashy [ ]

**What is your preferred colour scheme (i.e. Monochromatic, Analogous, Complementary, Split Complementary, Triadic)?**

**Do you have already a Logo?**

**If you do not have a Logo do you need Logo design service?**

**What should be the primary colors of your website?**

**To help determine which website styles you prefer, list your favourite websites and what you like most about each of them.**

|  |  |
| --- | --- |
| Website Link 1: | I like… |
| Website Link 2: | I like… |
| Website Link 3: | I like… |

**What are the main elements, features or blocks that you want to highlight on the home page (e.g. slider, product video, main service offering, upcoming events etc.)?**

# you website’s functionality

**Apprximately how many pages will your website have?**

**Roughly tell us what will be the main sections or pages for your website? (If you can also provide a sitemap or Mind Map that will be great!)**

**Will all your website pages be standard information pages?**

**Do you need us to program any custom web application (like a calculator, live product customizer etc. If you do please describe in details)**

**Do you need a Content Management System (CMS)?**

**If you need a CMS, do you have have any preference? Is WordPress OK?**

**Do you need eCommerce? If so, please describe**

1. What kind of products you will sell:
2. Approximately how many products:
3. Payment Gateway/s to use:
4. Any specific requirement about shipping, handling calaulcation:
5. Do your products need any live customization feature?

**Do we need to integrate your website with any 3rd party service, application or API? Please describe in details if we do.**

# Website Content

**Is the content already created for this site? If not, how soon do you anticipate having it ready?**

**Do you expect us to migrate contents from any legacy application or database? If so, please describe.**

**Will you buy stock photos or expect us to provide photography?**

# Other services

**If you need any of the other following services now or in future, please select:**

HTML5/CSS3 animation [ ]  Companion Mobile Application [ ]  Corporate Identity [ ]

SEO/Digital Marketing [ ]  Website Maintenance [ ]  Hosting/Domain [ ]

# Additional Comments

Anything else we should know?

# *Please mail the completed worksheet to* *quantumcloud@gmail.com**. We will get back to you asap!*

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