



# E-commerce Website: Design Brief

## About This Brief

Clear communication and careful planning will help guarantee the success of your website.

It is very important that we get as much information about your business (organisation) as possible. This way we can ensure that your website fulfils your desired requirements; on time and on budget.

-The purpose of this design brief is to identify the initial design aspects of your website including its:

message

target audience,

look and feel

This design brief questionnaire should take approx. 30-45 minutes to complete. If you have any questions or issues please contact our ecommerce Project Manager, Ursh Richards, at [ursh@webcare.com.au](mailto:ursh@webcare.com.au) or on 1300 656 902.

Please email ([ursh@webcare.com.au](mailto:ursh@webcare.com.au) ) or Fax (08 8121 8572) this form back to us as soon as possible.

## Essential Information

### Primary Contact

Who is the primary contact person responsible for overseeing your website's development? Please list their name and contact information.

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Secondary contact(s)

Are there any additional people involved in the decision-making aspect of your company's site? Please list their name and contact information, and role of each person (if any).

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Role: \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Role: \_\_\_\_\_

### Business Details

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

### Timeline Considerations

When do you need your website fully operational by (allow 6-7 weeks at least)?

\_\_\_\_\_

Are there any external imperative affecting the timeline? (E.g. PR launch, tradeshow, marketing campaign, annual report, funding requirement etc)

\_\_\_\_\_

**\*\* Please note: in most circumstances we cannot guarantee that your website will be completed by a specific dates because there are too many variables that are beyond our control. Please talk with your project manager about ways you can assist to expedite the design and development process.**

### Domain Name

A domain name is the Internet address of your website. For example, WebCare's domain name is *www.webcare.com.au*.

Do you have a registered domain name(s)?

Yes		www. _____
No		See <a href="#">Appendix 1.0</a> if you do not have a registered domain name and would like us to register one (or more) for you.

### Hosting Account Details

A hosting service provides you with the space you need to store your website, manage your email and more.

Do you have a Hosting Account set up?

Yes		Name of hosting company: _____ Control Panel URL: _____ Your Username: _____ Your Password: _____
No		See <a href="#">Appendix 2.0</a> if you do not have a hosting account.

## Your Company Profile

The following points are designed to identify the overall goals and look of your website. Please try to answer each question briefly and clearly. Any additional comments can be made at the end of this questionnaire.

What products and/or services does your organisation/company offer?

Who is your primary target audience? Outline demographic features including age, gender, income, occupation, location etc.

Do you have existing branding? I.e.: logo, publications, advertising or packaging materials?

Yes		Please email through examples to your WebCare Project Manager. Accepted file formats for web-ready images include: .jpeg, .jpg, .bmp, .png or .gif. High resolution images are preferred. See <a href="#">Appendix 3</a> for additional information about supplying images to WebCare
No		Please see <a href="#">Appendix 4</a> if you would like information on how WebCare can assist with your branding.

Do you have any images to be included in the design of your website?

Yes		Please email images through to your WebCare Project Manager. Accepted file formats for web ready images include: .jpeg, .jpg, .bmp, .png or .gif High resolution images are preferred. See <a href="#">Appendix 3</a> for additional information about supplying images to WebCare
No		Please see <a href="#">Appendix 5</a> if you would like information on sourcing great images.

## The Look and Feel of Your Website

How do you want your visitors to **feel** when viewing your site? Select from the adjectives below. (Select by inserting a tick in the column to the right of the word).

Cheerful/Happy	Concerned/Serious
Inspired	Sociable
Warm/Relaxed	Energetic/Adventurous
Reflective/Nostalgic	Casual
Forward thinking/innovative	Unique
Elegant	Sympathetic
Other (please specify):	

Select from the words below as to how you think your visitors should perceive the **look** of your site.

Light	Clean/ Minimalist
Grungy	Fun/Lively
Modern/Contemporary	Feminine
Traditional	Masculine
Formal/Corporate	Personal/ Casual
Urban	Country
Web 2.0 <sup>1</sup>	Funky
Conservative/ Subdued	Child-focussed
Other (please specify):	

<sup>1</sup> The reference to Web 2.0 refers to the look and feel of your design, not the functionality.

Please list **3 -4 websites** that you would like to inspire the look and feel of your site. Include what you like and/or do not like about them. If you are competing in the Australian market, it might be better to draw from sites further a field (e.g. the US or UK).

Example Website: <a href="http://www.webcare.com.au">www.webcare.com.au</a>
Like: <i>Cool calm colours. The Main headings are easy to understand.</i>
Dislike: <i>The patterned background. The way the navigation works.</i>
Website 1:
Like:
Dislike:
Website 2:
Like:
Dislike:
Website 3:
Like:
Dislike:
Website 4:
Like:
Dislike:

## The Structure of Your Website

**The key to your website's success** is how easily your visitors can navigate through it. By understanding the site structure we can then optimise your company's online potential.

### *Main Page, Showcase and Category Headings*

As part of WebCare's standard CMS package we will add up to 5 content pages to your site. We can add additional pages and their content for you (\$45 per page) or you can add them yourself once the site is built.

In the right hand column please list the pages that you would like us to create on your site. Once the site is created you will be able to change the pages as you need to.

Use the Example list (on the left hand side) as a reference.

Example Page Headings	Your Page Headings
Home Page (default)	1. Home Page (default)
Our Services	2.
Our Products	3.
FAQ's (Frequently Asked Questions)	4.
About Us	5.
Contact Us	6.
Photos	7.
News & Events	8.
Downloads	9.
Remember, that once your site is developed, you can easily add and edit text, add images and add new pages via your CMS admin system.  If you are not sure what pages to have, just ask your Project Manager.	10.
	11.
	12.
	13.

## Appendices

### Appendix 1.0 – Domain Names

If you don't have a domain name you will need to register one. Options WebCare suggests include:

Registering via <http://www.netregistry.com.au> for Australian (.au) domains, or

Registering via <http://www.godaddy.com> for .com, .biz, .net, .ws, domains, or

WebCare can register a domain name for you for \$55 (including two year's registration).

Further details can be found at: <http://www.webcare.com.au/Hosting.html>.

If you would like us to register a domain name contact your WebCare Project Manager for details. We will need to know the exact spelling of the domain name you want to register and ownership details.

### Appendix 2.0 – Hosting Accounts

#### **Special Offer!!**

Get 6 months at \$0 hosting on our Australian server with every CMS, eCommerce and Custom website!

After 6 MONTHS, if you would like us to continue to host your site, you will receive the discounted "premium client" rate of just \$10 per month for our standard account.

Details of hosting accounts can be found at: <http://www.webcare.com.au/Hosting.html>

### Appendix 3.0 –Supplying Images

**-Important Points** to remember when supplying images to WebCare.

-You must have permission to use the images. If you have any doubts regarding image ownership please contact your WebCare Project Manager.

-Do not supply images *within* another document, such as a Word document. Images supplied this way are generally very poor quality and require additional work for the WebCare development team.

-Accepted file formats for web ready images\* include: .jpeg, .jpg, .bmp, .png, .gif (preferably for illustrations/drawings not photos).

Web ready images differ from print ready images in both quality and file size. If you intend to use images for **both** print and web development please consult with your WebCare Project Manager to ensure you have the right quality images.

If you would like to find some great images, have a look at <http://istockphoto.com>. It has more than 4 million images with an expansive Search function. For example use the word "isolated" in your search to find images that have been "cut out" rather than displayed with a background. So, if you want a lime slice on your website, you could find 1000's of images including:

Non-isolated



Isolated



## Appendix 4.0 - Branding and Logo Design

Brand identity is the visual representation of your business; the logo, tagline and overall message that you want to portray. It's what sets you apart from your competitors. Remember all you need to see is the 'golden arches' to recognise McDonalds.

**WebCare offers fixed priced logo design.** Our in-house graphic designer has extensive design experience and specialises in corporate branding: developing great graphic design solutions for small and start up businesses all around Australia. Logo package prices are as follows:

Bronze Logos - \$255 (3 concepts, 2 sets of revisions)

Silver Logos - \$345 (5 concepts, 3 sets of revisions)

Gold Logos - \$425 (6 or more concepts, unlimited revisions)

WebCare also offers stationery design at affordable prices.

Visit [http://www.webcare.com.au/Logo\\_Design\\_Biz\\_Cards.html](http://www.webcare.com.au/Logo_Design_Biz_Cards.html) or contact your WebCare Project Manager for more information.

## Appendix 5.0 – Stock Photo Libraries

To achieve style and professionalism without breaking the budget WebCare suggests online stock photo libraries. Here you can access millions of top quality royalty-free web ready images for minimal cost. Online stock photo libraries WebCare suggests include:

- iStockphoto <http://istockphoto.com> (amazing range at great prices)
- gettyimages <http://www.gettyimages.com/> (great images but expensive)
- shutterstock [www.shutterstock.com](http://www.shutterstock.com) (great images with Package prices)
- stock xchng <http://www.sxc.hu/> (free images and paid for images)

Each of these sites allows you to search for images (using keywords) and then store the images you like in a 'Lightbox'. You can then download or send that Lightbox to a third party (such as WebCare) to review or download

(Visit [istockphoto.com](http://istockphoto.com) for further information on Lightboxes):

<http://www.istockphoto.com/faq.php?FormName=FaqsSearchForm&Category=22#faq106>

If you are using istockphoto, then you can also just send use the file number of the images you want and we will download them for you (the cost is \$3 per credit – most images only need to be x-small for web – so 1 credit).

## Additional Comments

If you would like to include any extra information that may help us with your website design please add here:

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