

Wintercorn Project Briefing

We know it can be tough putting all your ideas into words, especially when you're not completely sure about what you want. This briefing guide asks some key questions for a website project. Its intention is to help us understand your business, your market and to make the site work for its users.

Because each member of your team may have a different vision for the project, we recommend completing this guide as a group.

You don't have to answer all of these questions, just skip the ones that aren't relevant.

About Your Company	
Company Name	
Primary Contact	
Describe your company, your values, things you find important...	
Tell us your main desired business objective... (i.e. we would like everyone in the country to have done at least one parachute jump by 2012)	

About Your New Site

What are your main reasons for having a website... (i.e. as a shop on the web)

Describe the idea/product/service your site will offer...

What are your objectives for the website, why is it worth doing? (i.e. be able to update it myself, increase sales, more traffic, better design)

How will you measure the sites success, what are you hoping to achieve? (i.e. 50% more purchases)

If you already have a website, what is the address?

What do you like/ dislike about your current website and why?

About your audience & market

Who are you making this website for, who are the visitors to your site?	
Why will these people come to your site above others?	
What will they do when they get to the site?	
If you already have a website do you have any website stats we can look at?	
Outline any ideas for features you have for your site.	
How will these features benefit the site?	

Designing the site

When visitors come to your site what do you want them to feel?	
What do you want to get across to your site visitors immediately?	
Do you currently have a logo?	
Are there any websites you like/ dislike and why?	
Who are your competitors?	

Additional information

When do you want to start the project?

What is your ideal finish date?

Do you have a budget?

And that's nearly a wrap... any other information?