01 / 06

Website project brief

For new websites, redesigns and development projects.

Complete what you know. Short answers are fine. Write 'Please advise' where you are unsure, and skip anything that does not apply. Select all relevant options. Attach extra detail as needed.

Company / brand

Contact name / role

Email

Phone

Current website / proposed domain

Project / working title

Date completed

What kind of project is this?

- ☐ New website
- ☐ Redesign an existing website
- ☐ Add or improve functionality
- ☐ Move platform / rebuild

What does your business do, and what makes it different?

Briefly describe your products or services and your main competitors.

Why are you starting this project now?

What is missing, not working or changing in the business?

02 / 06

Audience & design direction

Help us understand the people, outcomes and visual direction that matter.

What are your top three objectives, in priority order?

For example: more enquiries, online sales, clearer positioning or easier self-service.

Who is the website for?

Describe your main customer groups, locations and any important visitor needs.

Main action visitors should take

How will you judge success?

How should we treat your current identity?

- ☐ Keep the existing identity
- ☐ Evolve it within the guidelines
- ☐ Explore a new visual direction

Three words for the look and feel

Motion: none / subtle / expressive / advise

Reference websites

Share examples for layout, style or interactions. Inspiration does not need to be from your industry.

Website link	What you like / what to avoid

What must the design keep, avoid or respect?

Brand rules, colours, imagery, existing assets or restrictions. Share guidelines on page 6.

03 / 06

Pages, languages & content

Outline the website's structure and who will supply the material.

Main pages or sections

List the main sections, not every product or article URL. Attach a longer sitemap where needed.

Page / section	Purpose or key content	Essential / later

Approximate content volume

How many products, articles, projects or existing pages will need adding or moving?

Languages and markets

List launch languages, the main language, and who will provide translations.

Content responsibilities

Material	Readiness and responsibility
Website text / copy	
Images / video	
Translations	

For each: already ready / client to supply / Bright support needed. Add an owner and expected date.

Any content restrictions, missing assets or approvals?

Include usage permissions, licensed images or content that cannot be reused.

04 / 06

Features & connections

Select the functions you need. These are requirements to discuss, not automatic inclusions.

Which features are relevant?

- ☐ Enquiry / quote forms
- ☐ Online store / payments
- ☐ Bookings / appointments
- ☐ Accounts / member area
- ☐ Product catalogue
- ☐ Blog / news
- ☐ Search / filters
- ☐ Careers / applications
- ☐ Multiple locations
- ☐ Files / downloads
- ☐ Events / calendar
- ☐ Custom interactions

Which features are essential for launch?

List priorities, including any features not shown above.

What can wait, or is explicitly outside this project?

What other tools must the website connect to?

Name the tools and what should happen: customer management, email, payments, stock, booking or other systems.

Where should enquiries and form submissions go?

Contact / team, email address, required form fields and any follow-up steps.

For selling, booking or membership sites only

What will visitors buy, book or access?

Product or service types, approximate quantities, variations and member access levels.

What rules must the website support?

Relevant currencies, payments, delivery areas, tax requirements, booking availability or membership restrictions.

05 / 06

Setup & redesign requirements

For a new website, skip existing-site questions. Your technical contact can help with this page.

Current platform / website provider

Who manages the domain and hosting?

What works on the current website, and what needs fixing?

Include navigation, mobile use, editing content, speed or features that affect customers.

What must be preserved or moved?

Important pages and links, search landing pages, products, articles, customer records, orders or working integrations.

Any migration limits or launch risks?

Periods when the website must stay unchanged, live campaigns, bookings, sales or other dependencies.

What needs to be measured?

Existing analytics tools, important visitor actions and any reports or historical data to retain.

Accessibility, privacy or security requirements

Share any known requirements, policies, consent needs, sensitive data or industry restrictions. “Please advise” is fine.

Who can coordinate technical access?

Name, role and email. Access invitations can be arranged after scope is agreed.

Do not include passwords, payment-card details, API keys or private customer records in this brief.

06 / 06

Budget, timing & next steps

Help us plan a realistic scope and a clear approval process.

Project budget range + currency

Ongoing hosting / support budget, if known

Target launch date + fixed / flexible

Budget status: approved / in review / advise

Why this date, and are there any key milestones?

Events, campaigns, internal deadlines or dependencies on other suppliers.

Day-to-day contact / feedback coordinator

Final approver: name / role / email

What will you need after launch?

- ☐ Ability to edit content internally
- ☐ Training / handover guide
- ☐ Ongoing maintenance / support
- ☐ Our own team will maintain it

Available material to share with Bright

- ☐ Logo / brand guidelines
- ☐ Draft copy / sitemap
- ☐ Images / video
- ☐ Existing site / technical notes

Shared-folder link(s) and any outstanding items

Use shareable links to material you have permission to provide.

Anything else we should know?

Other stakeholders, requirements or questions you would like us to discuss.

Send the completed brief to your Bright contact or info@itsallbright.com. We will use it to prepare the scope, timings and quotation. This brief is not a quotation or approval to begin work.