

Project worksheet

We believe that an effective design brief is the single most critical factor in ensuring that a project is successful. We are convinced this design brief will allow you to focus on exactly what you want to achieve before any work starts on the Project. This is our main goal to ensure that you get a high quality design that meets your needs.

Please answer each question in a clear and concise manner, and skip any questions that don't pertain to your project. Because each member of your team may have a different vision for the project, we recommend completing this worksheet as a group. That way any important opinions won't be missed. Once you're happy that the worksheet clearly describes your project, please return it to projects@digitalmarxmedia.com.

Professional Regards!

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1. BASIC DESCRIPTION AND PROJECT GOALS.

1.1. Name of your company / What does your organization do?

1.2. What Is Your Budget?

1.3. What is the time scale / deadline?

Give us a schedule of the project and set a realistic deadline for the completion of the work. You should take into account the various stages of the design project such as consultation, concept development, production and delivery.

1.4. What is the overall goal of the new design project?

What are you trying to communicate and why?

- build brand awareness
- sell more products / services, get awareness of your products / services
- present events / present organization (corporation)
- ...

1.5. What is the primary information/idea you wish to convey to your audience with this project?

Remember that prepared design must be unique and be meaningful. It should also be synonymously associated with particular subject matter / branch.

- interest in offer
- raise emotions (what kind? – respect, joy)
 - ..
 - ..
- ..

1.6. Is your current website well perceived by users and fulfils given tasks?

- yes, but we would like to refresh / improve / rebuild / increase attention in certain matters in it.
- no (why?)
 - ...
 - ...

2. TARGET GROUP

Who is the target group? What are your target group needs. How is your brand currently perceived. Do you want to carry the same kind of message through your website or you want to completely reinvent yourself?

2.1. To whom the project is aimed?

What are your target market's demographics & psychographics? For example: the age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach. If you have multiple audiences, rank them in terms of importance.

- ...
- specific business related target:
 - ...

3. VISUAL DESIGN CONCEPT

When defining expected look of visual design it might be helpful to refer to other already existing projects. The copy and pictures used in a design are as crucial as the design itself and you should clearly state who is going to be providing the copy and pictures if needed. You may need to look into getting a professional copywriter / photographer. Quite often online image banks offer nice selection of photos and this may turn out it's enough for this project.

3.1. Determine colors palette (preferred)

- ...
- ...

3.2. Typography and logotypes

Do you currently have a logo or corporate identity? For mockup purposes, could you send us the logo in vectorized format so that we can incorporate it smoothly into the website?

- Determine font type and attach logotype:
 - ...
 - ...
- others guidelines
 - ...
 - ...

3.3. Project type

What type of interface design should be developed taking into consideration branch specifics and / or marketing assumptions.

- product catalog
- corporate
- e-commerce
- newspaper
- informational
- advertising
- transactional
- commercial portal
- vortal
- blog
- training
- social
- entertainment
- others (what kind?)
 - ...
 - ...

3.4. Leitmotiv

What should be project's leitmotiv? What should be associated with?

- abstract elements
- natural elements
- branch elements
- humans (what kind):
 - business
 - work
 - office
 - leisure
 - sport
 - entertainment
- others (what kind)
 - ...
 - ...

3.5. Creative idea:

You can share with us your creative concept if you have one.

- ...
- ...

3.6. Perception / Expected look

- classical
- easy
- modern
- visually attractive
- moderate / sober
- others (what kind)
 - ...
 - ...

3.7. Assets

I'm able to provide following deliverables:

- photos (stock)
- Corporate Identity
- logotype
- fonts
- wireframes
- site map
- usability / functionality audit

4. CONTENT ANALYSIS

What sections would you like to have on the homepage. This information will help in proper positioning all necessary elements.

4.1. What kind of content and modules will be published?

- main website's sections (see: wireframe + site map)
- website's sections available after logging in
- news visible on the homepage
- search (what should it search for?)
- ...
- ...
- Others (what kind of?)

- ...
- ...

5. FUNCTIONALITY / USABILITY ANALYSIS

5.1. Did you ever conduct functionality / usability audit for current website?

- Yes (I attach rapport)
- No

5.2. What weaknesses current website has?

- ...
- ...

6. TECHNICAL GUIDELINES

Depending on where finally project will be presented, graphic designer prepares different versions of layout.

6.1. Where design will be presented?

- monitor with preferable resolution (pixels):
 - 800 x 600
 - 1024 x 768
 - liquid layout / fixed layout
 - ...
- available color palette (different for LCD screens, different for cell phones, different for printing)
- ...

7. COMPETITION ANALYSIS

You should provide the designer with some examples of what you consider to be effective or relevant design even if it is not from your main competitors. This will set a benchmark for our designer. Provide the designer with things not to do, and styles that you do not like or wish to see in your design. This will give the designer an idea of what to avoid and will avoid disappointment on your behalf.

7.1. Competition online offer?

- How do you differ from your competitors?
- Is your competition offer attractive? List URLs of competitor sites and briefly state what you like and dislike about these sites.
 1. ...
 2. ...
 3. ...
- Pick branch leader and try to explain why he became a sector leader?
 1. ...
- List any other URLs of sites you find compelling. What do you find the most interesting about these sites?
 1. ...
 2. ...

8. CUSTOMERS NEEDS ANALYSIS

One of the key elements of successful website is understanding your customers and their needs. Once customers are identified and segmented, their needs must be quantified. Please research and analyze your target customers, provide answers/findings to the list below:

8.1. What are your customers needs?

- ...
- ...

8.2. Which customers problems could be solved with a new website?

- ...
- ...

9. ADDITIONAL REMARKS

...