

Website Design Brief: Key Sections to Include

1. Company Overview & Context

Provide a snapshot of your business—its mission, vision, and what makes it unique. Include your current online presence, if any, and explain why you're commissioning a new site or redesign.

2. Project Objectives & Goals

Clearly articulate why you're building the website and what you expect it to achieve. Whether it's increasing brand awareness, generating leads, or boosting online conversions—define these goals.

3. Target Audience & User Personas

Detail who your site visitors are. Include demographics, preferences, behaviors, and motivations to help shape design and content decisions.

4. Competitor Analysis & Visual References

List any competitor sites you admire (and why), along with ones you don't prefer—highlight design and UX elements you'd like to emulate or avoid.

5. Functional & Technical Requirements

Document required features like CMS, e-commerce, forms, or booking systems. Also clarify technical specs: hosting, integrations (e.g. CRM), and platform preferences.

6. Design Style & Brand Guidelines

Share your brand's visual identity—logos, color palettes, typography, tone of voice. If no formal guidelines exist, describe the style you're aiming for (e.g., minimalistic, modern, corporate).

7. Content Strategy

Who's responsible for content—copy, images, video? Specify content type (blog, product listings, case studies) and SEO considerations.

8. Timeline & Project Milestones

Include key dates for design reviews, content delivery, testing, and final launch. Realistic deadlines help avoid delays.

9. Budget & Resource Allocation

Outline your budget—total amount or range—and how it's allocated. Also note team availability and tools your team can support.

10. Success Metrics & KPIs

Define how you'll measure success—sessions, bounce rate, conversion rates, form submissions, or sales.

11. Point of Contact & Communication Plan

Clearly state who the decision-makers are, communication preferences (email, Slack, meetings), and frequency of updates.

12. Legal & Compliance Requirements

Ensure you address accessibility (WCAG), privacy (e.g., GDPR), cookie policies, and any industry-specific standards or disclaimers.