

humanizer

Web Design Brief

Websites are places where visitors come to do something. Best case scenario they already know exactly what they are there to do - shop, set up an appointment, sign up for an event, etc. The job of Web design is to make that as easy and engaging as possible.

Website URL

1. What is your organization known for? If you could sum up what you offer in a single sentence what would it be?

Websites are structured around simple, direct propositions.

2. What tone should the site have? Are there examples that you think are a fit?

What kind of voice and style are we expressing? Are there any existing sites that capture the same feeling?

3. Let's look at your audience. Who is visiting your site?

In this case be specific. List out their attributes, such as gender, age, parental status, education, employment etc. The more information we have the better.

4. What are your visitor's pain points? What problems are they trying to solve?

5. Now we can create user personas, which are imagined versions of users. Create two personas in the fields below.

User personas can help us better understand user pain points and map out journeys on the site.

Persona 1

Persona 2

6. What are your objectives for the site?

Do you want people to sign up for a newsletter? Make an inquiry? Make a purchase? Sign up for something? Is there data you want to track?

6. Who is your main competition?

Provide links to your competition, and write down what you like and dislike about how they present themselves online.

5. Why would a visitor choose you over your competition?

Think of specific reasons. Do you have a better track record? Higher quality? Can you think of other ways to differentiate yourself?

8. Do you have existing social media channels?

9. Do you have social proof like reviews, awards or endorsements?

10. What pages/features will you need?

- | | | |
|---------------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> Landing page | <input type="checkbox"/> Portfolio | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Store | <input type="checkbox"/> About | <input type="checkbox"/> Other |

If other add some details about your needs:

Finito! Remember, a Website has to have a purpose. It's there to do something for your organization, and, more importantly, for your visitors. If done right, we'll know it's working because the right people will be doing what we want them to do. Visitors will be able to determine if your organization is a fit for their needs, leading to better relationships from the get-go.