# Brief Form for the Site Development

**Brief is a form, contains the list of the main demands and the information about the future site, on the base of which the preliminary appraisal of budget and the terms of development are made.  
  
What purpose the brief is for?**

**It helps a customer to define exactly aims and tasks for the future site.**

**In the process of filling in the form, you will not only make an analysis of the project, but also have an exact image of its functional abilities and approximate look.**

**Brief is necessary for a developer to propose a concrete decision, to achieve the best result.**

**More exact cost of the project depends on the fullness on the information.**

**If in the process of filling in the form you find some questions difficult to answer, do not be ashamed to leave them without answer.**

**We will contact You and give a consultation on any question.**

### 1. Information on the company

|  |  |
| --- | --- |
| **Corporate Name** (or name of the project, which the future site will be developed for) |  |
| **A representative of the company** (customer) |  |
| **Country**, the site is addressed for |  |
| **Contact Details** (Phone number, E-mail, Skype) |  |
| **Direction of the company’s activity** |  |
| **Present Site** (if any) |  |

### 2. Information on the Services

|  |  |
| --- | --- |
| **Target audience:**  Examples:   * *Owners of the business* * *Directors* * *Managers* * *Engineers, workers* * *Researchers, professors, students* * *Housewives* * *Children* * *Other (give a description) all the categories of society* |  |
| **Information on the products, services** |  |
| **Competitors in the sphere of activity** (links) |  |
| **Partners in the sphere of activity (links)** |  |
| **Aims of the site creation** |  |
| **What should a visitor of the site accomplish in total?** |  |

### 3. Information on the present corporate style (yes/no)

|  |  |  |
| --- | --- | --- |
|  | Presence (yes/no) | Is there source code in curves(yes/no)? |
| **Logo** |  |  |
| **Corporate style (brand book)** |  |  |
| **Corporate персонажи, images** |  |  |

### 4. Which tasks the site should fulfill (yes/no)?

|  |  |
| --- | --- |
| **Attraction of new clients.**  Give a brief description of your products. For example, *household appliances, textiles* etc. |  |
| **Attraction of new readers (for Mass Media site).**  Describe the materials for the readers, for example — *culinary articles*, *news* and so on. |  |
| **Encouragement of repeated visits.**  How to achieve? For example:  *Due to constant update of the news, information, which would be interesting to the users etc.* |  |
| **Other tasks** (describe) |  |

### 5. Which type of the site should your site be (indicate)

**Promo site**. The site dedicated to the particular trade mark or product, those sites contain irrefragable information about brand, different promo actions (contests, quizzes, games etc.

**Business card site.** Contains the most general information about the owner of the site (organization or sole proprietor). Type of activity, history, price list, contact information, bank details, location map. Specialists could place here their CVs . So the site is a kind of detailed business card.

**Corporate site. Contains the full information about the owner company, services/products, events in the life of the company. Differ from business card and promo site by the completeness of presented information, as usual have different functional tools for the content work (search and filters, events’ calendars, photo galleries, corporate blogs, forums). Can be integrated with inner informational system of the owner company (KIS, CRM, accounting systems). Can contain closed sections for different groups of users — workers, dealers, counteragents and so on.**

**Product catalogue. The presence of detailed description of the goods, certificates, technical and consumptive information, experts’ feedbacks etc. These sites place information about goods/services, which can not be put into pricelists.**

**Web store. Web site with product catalogue, with the help of which a client can order necessary goods. Different payment systems can be used: from sending of the goods by C.O.D or sending an invoice via fax automatically to payments via plastic cards.**

**Informational portal. Briefly – it is very big resource, which gives comprehensive information on particular theme. The portals contain additional means of interaction with users which allow them to communicate within the portal (forums, chats, community blogs) — it is a habitat of the user.**

**Web service. Service in the form of web site, developed for fulfillment of some particular tasks within the Internet.**

**Intranet portal. Inner informational and service portal for coworkers. For example, operational system of the projects and tasks, workers, client base, inner forum of the company, WIKI (library), corporate photo galleries, blogs, events and so on.**

**Extranet. It is secure corporate net for providing of the access to the corporate information and services, regional subdivisions of the company, franchisee, dealers’ net, wholesale purchasers and others partners and clients. Corporate use of extranet – is access to the corporate email, connection with responsible persons and directors, teamwork with the projects, ratings of regional subdivisions and franchisee, survey, votings, knowledge bases, operational information for the users of the system, training materials ..**

**Your variant (describe):**

|  |
| --- |
|  |

### 6. Additional language versions of the site

|  |
| --- |
| For example: *English, German* |

### 7. Which information should be emphasized by the design for visitors of the site? (yes/no right column)

|  |  |
| --- | --- |
| On the motto, watchword of the company (write the motto) |  |
| On the info of the company |  |
| On the services of the company |  |
| On the coordinates of the office location of the company |  |
| On the visual images, conveyed the activity and presentation of the company on the market |  |
| On the innovations of the products and services |  |
| On the uniqueness of the services and products of the company |  |
| On the beneficial price policy |  |
| Additional (describe) |  |

### 8. Technical requirements to the site (single out the appropriate variants, where it is necessary give a detailed answer)

|  |  |
| --- | --- |
| **Orientation on the platform**  Example: *Tablet, PC, Sell phone, others* |  |
| **Control Management System** (site engine)  Example:  *Static resource without CMS is needed  1С-bitrix  Wordpress Drupal Opencart Joomla Other CMS* |  |
| **Filling of the readymade site with the information**  Examples:  *Not required*  *Required. Materials are ready and will be provided by the customer*  *Required. Should be prepared by an executor (addit. contract)* |  |

### 9. Description the design of the site (single out the appropriate variants, where it is necessary give a detailed answer)

|  |  |
| --- | --- |
| Give addresses of the sites, the design of some other parameters which you like.  Comment on each of them (comments may be brief). |  |
| Give addresses of the sites, the design of some other parameters which you don’t like.  Comment on each of them (comments may be brief). |  |
| **Choose the style of the site**  Example:   * *Conservative* * *Strict* * *Modern* * *Static* * *Dynamic* * *On the designer’s discretion* |  |
| **Color spectrum**  Examples:  *Only colors of the corporate style*  *Colors of the corporate style and any combinations with them*  *Only staring, dynamic local colors (red, blue, yellow, green)*  *Only soft pastel colors*  *Monochrome (black, white, shades of grey)*  *Other appropriate combinations (enumerate)*  *Acid fluorescent colors*  *Contrast colors*  *Bright colors*  *On the designer’s discretion* |  |
| **The use of graphic**  Example:  *Not required*  *abstractions*  *people*  *animals*  *plants*  *engineering*  *household subjects*  *inanimate nature (give examples)*  *ornaments*  *specific graphic (presentation of the material is obligatory)*  *On the designer’s discretion*  *Other (enumerate)* |  |
| **Graphic intensity**  Example: *maximum, medium, minimal, other* |  |
| **Quantity of design variants**  Examples: 1, 2, Other (indicate) |  |
| **Are the main page and inner pages of the site differ from each other?**  Example:  *Yes, they are differ, that is why the layout customization of the main page as well as inner pages is required*  *No, they are the same, it is planned “transparent” design for all the pages, that’s why the customization only of the main page is required*  Other (describe) |  |
| **Is flash animation required?** |  |
| **The presence of meters for statistic gathering** | Yes |
| **Illustrations**  *Not required. It is supposed to use readymade clip arts on the site from the stocks and also simple graphics.*  *Required. All the illustrations will be provided by the customer.*  *Required. The customer has particular requirements to the quality and quantity of illustrations (the list of requirements should be attached to the brief form). The customer is ready to pay for such kind of work.*  *Required. The customer wants unique graphic for the project, however don’t have a particular image of it. The customer is ready to trust this question to a designer and pay for such kind of work.* |  |
| **Creation of the location map** |  |
| **Special wishes to design** |  |

### 10. The structure of the pages

|  |  |
| --- | --- |
| **The structure of the site** (menu, submenu and so on) |  |
| **Blocks and elements, that are obligatory for the main page** (enumeration) |  |
| **Banners**  Examples:  *Banners on the pages are not planned*  *Banners are planned (indicate the quantity, requirements to location and sizes)* |  |

### 11. Site’s modules (select necessary functions of the site)

|  |  |  |
| --- | --- | --- |
|  | Yes/no | Examples of realizations (if any; addresses of the sites) |
| Search |  |  |
| Search by product catalogue and services with parameter setting (advanced search) |  |  |
| Informational blocks |  |  |
| Web forms |  |  |
| Forums |  |  |
| Subscription, distribution |  |  |
| Voting (questioning) |  |  |
| Blogs |  |  |
| Photo gallery / portfolio |  |  |
| Protection of the forms with picture (captcha) |  |  |
| Ads (banners control) |  |  |
| Maintenance and support (online consultations) |  |  |
| Product catalogue |  |  |
| Web store |  |  |
| Tag cloud |  |  |
| Links control |  |  |
| Other (indicate):  News, Articles, Vacancies, Partners, Representations, Question-answer (FAQ), Form of the feedback, Map of the site, Distribution and subscription, Authorization of the visitors, Access limitation (for non-authorized visitors), RSS news import, Systems of payment and so on. |  |  |

### 12. Terms of the development

|  |  |
| --- | --- |
| **Terms of the development of the site:**  *No requirements and terms (terms are stated by the developer)*  *Terms should be stated as following:* |  |

### 13. Additional services

Quite often not only a site is needed for the creation of a good product but also something else.

Very often companies apply to us with the request to develop the logo and corporate style firstly. As usual for new sites, started in the internet, content support and further propagation are needed.

|  |  |
| --- | --- |
| **Is the development of a logo or corporate style required?**  We have additional brief form for such kind of service; we will send it to you if needed. Now just indicate, what would you like to order. |  |
| **Are the search engine optimization of the site (SEO) and/or contextual advertisement required?**  Describe what do you want to achieve in the end? Or just write «Yes», we will send you a brief form, connected with SEO. You can indicate some particular key words. |  |
| **Do you need long term maintenance and support for the site?**  We can handle all the works, connected with the site reworking and updating, adding any information. Describe which kind of works you would like to have on support. |  |
| **Is it required to write unique texts, reviews or prepare posts to the social networks for the site?** If you need our help in questions, connected with content, please describe what kind of work you want us to perform. |  |
| **Is the development of the mobile version of the site required?**  It can be separate version of the site (design) or it is also possible to perform an adaptive design (adapted to screen sizes of mobile devices). |  |

**Thank You for filling in the brief form!**

**Best regards, Web design studio Galior®**

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