

Luke Hall Web Design



Websites ~ Email ~ Hosting ~ Support

Creative Brief

Help me to decide what your new website will look like!



Creative Brief

Thank you for your interest in Luke Hall Web Design.

If you're new to the mysterious world of website creation it may seem like a daunting task, but don't worry - I will guide you through the entire process and ensure that the finished project is something you'll be proud of.

To build your new site, or to revamp your existing one, I'll need to get a feel for the kind of things you like about the internet and ultimately, what you'd like *your* site to look like. At this stage you may not know what you'd like or how to visualise it. That's OK and not at all uncommon, so I'm very well practiced at working with my clients and helping them to nurture their ideas.

Our first job is to help you write a 'creative brief' which is a set of guidelines for me to work from and ultimately arrive at a fully priced proposal, which you may read, ponder and suggest alterations to before we start creating your site.

To get the ball rolling, please complete as many of the following questions as you are able. Remember, we'll discuss your ideas in more detail during our first meeting, so it really doesn't matter if you're not able to answer some of them right now. Just do the best you can.

If your ideas change once you've sent this form back to me, that's OK too. I consider the whole process to be one of continuous evolution, so I expect your ideas and expectations to change as you become more tuned-in to your 'web psyche'.

Above all else, I hope you'll have fun working with me and that your business will be greatly enhanced by our partnership.

Luke Hall

YOUR CONTACT DETAILS:

Name	
Company	
Address	
Email address	
Phone number	
Web address (if you have one)	
Nature of business	
Size of business	

PROJECT REQUIREMENTS:

1a School Lane, Wilburton, Ely CB63RW
Phone: 01353 749996 Mobile: 07887 821820
Web: lukehalldesign.co.uk E: info@lukehalldesign.co.uk

1. Do you have a website launch date or deadline in mind?

2. Do you have a budget for the project? This will help me to propose a solution best suited to your needs and expectations.

£500 – £1,000 / £1,000 - £1,500 / £2,000 – £4,000 / £4,000 - £6,000 / £6,000 - £8,000 / More than £10,000

3. Who is the intended target audience for the website?

4. If you already have a website site, please tell me what elements you'd like to improve, or if there are areas or functions which you think could work better. Are there additional elements you'd like to add to your site?

5. Do you require a logo design or re-design?

6. Can you provide links to, or examples of websites incorporating design elements you like?

7. Do you have a site plan, or can you give me a rough idea of the size of the site i.e. approximately how many pages your site will consist of – 1-5, 10-20, or more?

8. Relating to question 7 – Do you know what “top level” menu items you’d like? These are the Main Menu options, usually near the top of the site, which serve as the main site navigation items. For example: HOME – ABOUT – GALLERY - CONTACT

9. Would you like a modern full-screen layout, or would you prefer a more traditional boxed layout? A full-screen layout will generally have its elements reaching the sides of the display window, whereas a boxed layout confines its content to a 2/3 width strip down the middle of the page, often with a solid colour or picture background filling the edges.

10. Do you need any of the following features or functions on your site?

Online shop/e-commerce functions/online payments	YES / NO
Membership area facility with login	YES / NO
Photo / Media gallery	YES / NO
Blog	YES / NO
Live Calendar or Event booking	YES / NO
News feed	YES / NO
Newsletter/mailling list	YES / NO
Additional Search Engine Optimisation (SEO) work	YES / NO
Contact Form	YES / NO
Media & File downloads	YES / NO

11. Do you have imagery/photographs for the site or will you need me to source these for you?

12. Would you like me to take care of your site's hosting and ongoing technical support including email administration? Please ask me for full details of what I can offer.

13. Do you already have a domain name registered (*example: motorbikes.co.uk*), or would you like me to do this?

14. How did you hear about Luke Hall Web Design? e.g. Google search, recommendation.

15. Regarding the completed website – Would you like to have access to add your own news items, blogs, or change text content? Similarly, would you like to change images or anything else from time to time?

16. Is there anything else you would like to add?

17. And finally... It is very important for me to know how you have perceived my agency so far. Have you have found me to be helpful and responsive, a terrible waste of your time, or somewhere in between? Has completing this form filled you with a sense of excitement, delight and anticipation, or has the experience left you bored and frustrated? Whatever your thoughts, I value your feedback immensely and would be grateful for any comments you'd like to make!