**WEBSITE DESIGN BRIEF**

For a clearer definition of the goals for the future website, it is necessary to fill out this brief in as much detail as possible. This will allow you to see a more fully picture of the project, to quickly determine the prices and terms of realization.

1. Source files

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| **1.1. Provide information you have** *It is necessary to give logo, brand identity, social media, photo, video files.* |
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2. COMPETITORS

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| **2.1. Direct competitors** *It is necessary to indicate direct competitors in your price segment. If possible, describe their strengths and weaknesses. Give website addresses* |
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3. THE TARGET AUDIENCE

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| **3.1. Product / service buyer** *Who makes the decision to buy a product or service? Its socio-demographic characteristics (gender, age, income, education, lifestyle).* |
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| **3.2. Product / service consumer** *Who is the main consumer of your product? Does his opinion influence the purchase?* |
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4. WEBSITE STRUCTURE

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| **4.1.**  **Examples of websites you liked by structure**  *It is necessary to provide examples of sites with short comments for each.* |
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| **4.2. Type of website**  Landing page, Business card site, Portal, Bulletin board, Blog, Online store, Web service, Mobile application |
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| **4.3. Top of website (header)**  *It is necessary to indicate important elements (logo, phone, callback, search, etc.), or completely at our discretion.* |
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| **4.4.**  **Lower menu (footer)**  *(specify all the necessary items of the lower menu, if not required, we indicate not required)* |
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| **4.5.**  **Filling the main page of the site**  *(indicate which and how many blocks will be on the main page)* |
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| **4.6.**  **Internal pages of the site**  *(Describe the number and name of the internal pages of the site)* |
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| **4.7.**  **Personal Area**  *(Will there be a personal account, and if so, what is its functionality)* |
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| **4.9. Additional wishes for the structure of the site**  *(indicate any wishes)* |
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5. DESIGN OF THE PROJECT

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| **5.1. Examples of sites you like**  *It is necessary to indicate the sites, the design of which you like.* |
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| **5.2. Examples of sites you DON’T like**  *It is necessary to indicate the sites, the design of which you don’t like.* |
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| **5.3. General concept**  *strict, presentation, entertaining, cartoonish, selling, other)* |
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| **5.4. Style of design**  *(minimalism, web 2.0, material design, flat, retro, grunge, magazine, other or at our discretion)* |
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| **5.5. Graphic**  *(minimum or many bright graphic elements)* |
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| **5.6. Style of graphic**  *(Photo graphics, vector graphics. If vector graphics, what style of graphics do you like? And it is best to provide examples of illustrations, you can see them here https://dribbble.com/search/shots/popular/illustration?q=illustration)* |
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| **5.7. Describe the design of your future website**  *(stylish, modern, bright)* |
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| **5.8. Color wishes**  *If you have corporate colors, you need to provide source materials for use in the design. If no – give description what you would like to get. Example: a white site with blue elements.* |
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| **5.9. Сolors not to use**  *Indicate the colors that do not fit. Example: black, yellow* |
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| **5.10. Shapes of blocks and elements**  *(flat, rounded, smooth, sharp)* |
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| **5.11. Extra information**  *Provide all extra information or wishes.* |
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6. ADDITIONAL INFORMATION

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| **6.1. Any information useful in the work on the project** |
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