

# DESIGN & TECHNICAL BRIEF

1. Project Title:

2. Timing & Delivery:

3. Budget:

4. Project Outline:

5. Deliverables needed:

Brand design	Printed materials
Web design & development	Online marketing (ongoing campaign)
Content creation	SEO & website audit
Mobile App	Newsletter design
E-commerce website development	Other

6. Company background:

7. Audience:



8. Message & tone:



9. Websites or brands you like:



10. Website architecture & features:

Easy-to-update for non-technical people	Mobile-ready
SEO-optimised	Photo and media galleries
E-commerce	Back office integrated (e.g. accounting software)
Members section	Blog
Integrated marketing tools	Booking system

11. Competition:



11. Business objectives:



12. Keywords that best describe your business:



13. Additional information:



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complete this form.**

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**Have a great day.**