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The Perfect Brief

Here at JBi there’s nothing we appreciate more than a brilliantly put together brief.   
If you’re looking for an accurate proposal, project plan and quote then this is the first step to getting just that. We’ve received thousands of briefs over the years, ranging from the excellent to not so great!

Here, we’ve listed down the questions and issues that you should be thinking about as a bare minimum, plus there are some advanced level thoughts for the planning superstars out there!

Need more help, we’ve explained the importance of each section on our blog here :)

The Basics

Your Business

Please give us a brief overview of the company. eg Year founded, Services offered, Current website, When current site was built, Social Media Channels

Please insert your answer here

Who is your target market?

Please insert your answer here

Who are your closest competitors? Please list 2 - 5 key companies

Please insert your answer here

What is your USP?

Please insert your answer here

The Project

What is the project about? Please mention the basic requirements of the project, include features such as a blog, ecommerce or user accounts

Please insert your answer here

What are the key objectives of the project? What problem are you fixing?

Please insert your answer here

What are the rough budget and timeframe restrictions? This will help us put together a proposal based on your budget

Please insert your answer here

Design Overview:

Are there any sites you like? These don’t need to be competitors. Most important is WHY you like the site

Please insert your answer here

Are there any definite ‘don’ts’ of the project? eg If you’re a London law firm but you hate London skyline imagery, we need to know!

Please insert your answer here

What are the key pages of the website?

Please insert your answer here

For Keen Beans

What would you like to see on your homepage?

Please insert your answer here

What do you think the three most important things your target market would be trying to do on your website are?

Please insert your answer here

Please put together a basic site map for the proposed website

Please insert your answer here

How important is good SEO?

Please insert your answer here

Any further digital marketing requirements?

Please insert your answer here

Any offline promotion that the website must be aligned with?

Please insert your answer here

Once you have completed your brief to the best of your ability please send it to: hello@jbidigital.co.uk