

# DESIGN BRIEF FOR WEBSITE DESIGN

## CLIENT

WEBSITE TITLE

Custom Vintage Art

CLIENT NAME

Dan La Vigne

## PROJECT OVERVIEW

PURPOSE why would you like a new website?

To drive traffic and increase sales.

OBJECTIVE ultimate impact? i.e. sales, lead generation, traffic, online presence, etc.

Sales, lead generation, traffic, online presence,

## TARGET AUDIENCE

PROJECT TARGET who are we trying to reach?

Beatles collectors, fans for the Mr. Kite posters. restaurants, and individual homes, kitchens for the seed posters from the 1800's.

BRAND TARGET who does the brand speak to?

Unique offerings of vintage art.

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DESIRED REACTION what actions do you wish your market to take?

Visibility is key to sales. The posters are reasonably priced and unique for wall hangings.

## COMPETITIVE ANALYSIS

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MARKET / NICHE COMPETITOR SITES provide links to competitor sites and other important sites in your industry

I could find no other sellers with the vintage offerings.

DESIGN provide links / explanations of design elements of websites you like

I like our current websites' language and pictures.

FUNCTIONALITY provide links / explanations of the functionality of websites you like

We need a standard function to view the art and purchase the products.

# CURRENT WEBSITE REVIEW

List positive aspects of current site	Colorful and detailed to the products.
List negative aspects of current site	No one is seeing the website
Current traffic levels	Zero
Current performance levels	None
Current host and hosting package	Wix
List any negative aspects of current hosting environment	The support I create myself.

## SITE ARCHITECTURE

Does your current website offer a site map?	Yes
Current number of sections	Each page represents a new product
List of Sections	
Current number of pages	
List of Pages	4

### DESIRED FEATURES mark all that apply

<input type="checkbox"/>	Blog	<input type="checkbox"/>	Member Log-In
<input type="checkbox"/>	Browser Consistency	<input type="checkbox"/>	Mobile Compatibility
<input checked="" type="checkbox"/>	Clear Navigation	<input type="checkbox"/>	Newsletter
<input checked="" type="checkbox"/>	Contact Information	<input type="checkbox"/>	Product Visuals and Descriptions
<input checked="" type="checkbox"/>	Crucial Business Information	<input type="checkbox"/>	Relevant Website Content
<input checked="" type="checkbox"/>	Easy Navigation	<input checked="" type="checkbox"/>	Reviews And Testimonials
<input type="checkbox"/>	Easy To Edit / Update (for the non-tech savvy)	<input type="checkbox"/>	Search Bar Feature
<input type="checkbox"/>	Ecommerce	<input checked="" type="checkbox"/>	SEO Friendly
<input type="checkbox"/>	FAQ	<input type="checkbox"/>	Security
<input type="checkbox"/>	Fast Load Times	<input type="checkbox"/>	Social Media Integration
<input checked="" type="checkbox"/>	Feedback and Contact Forms	<input type="checkbox"/>	Surveys
<input checked="" type="checkbox"/>	Galleries - Media	<input type="checkbox"/>	Trendy, Intuitive Design and User Experience
<input checked="" type="checkbox"/>	Galleries - Photo	<input type="checkbox"/>	User Accessibility
<input type="checkbox"/>	Good Error Handling	<input type="checkbox"/>	Well Planned Information Architecture

OTHER FEATURES list all other desired features not named above

## SITE DESIGN

LOOK AND FEEL describe any important design style elements

Do you have a current style guide?	
If yes, is it important that the site strictly adhere to your style guide?	

DESIRED AESTHETIC mark all that apply

<input type="checkbox"/>	Approachable	<input type="checkbox"/>	High-Tech
<input type="checkbox"/>	Authoritative	<input type="checkbox"/>	Humble
<input type="checkbox"/>	Caring	<input type="checkbox"/>	Minimalist
<input type="checkbox"/>	Classic	<input type="checkbox"/>	Modern
<input type="checkbox"/>	Clean	<input type="checkbox"/>	Natural / Organic
<input type="checkbox"/>	Corporate	<input type="checkbox"/>	Playful
<input type="checkbox"/>	Credible / Expert	<input type="checkbox"/>	Prestigious
<input type="checkbox"/>	Elegant	<input type="checkbox"/>	Retro
<input type="checkbox"/>	Exciting	<input type="checkbox"/>	Simple
<input type="checkbox"/>	Fresh	<input type="checkbox"/>	Slick
<input type="checkbox"/>	Funky	<input type="checkbox"/>	Sophisticated
<input type="checkbox"/>	Handcrafted	<input type="checkbox"/>	Stark

	Helpful		Stylish
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OTHER DESCRIPTORS list all other desired aesthetic descriptors not named above

## SEARCHABILITY

SEARCH PHRASES / KEYWORDS list the top phrases and key words employed to find your site

Vintage art, Beatles Poster, Mr. Kite

## SOCIAL MEDIA

EXISTING SOCIAL MEDIA STRATEGY

NOne

DESIRED IMPROVEMENTS describe any areas of improvement to be addressed within current social strategy

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#### EXISTING SOCIAL PROFILE LINKS

None

DESIRED NEW PLATFORMS list any new media profiles you wish to develop and the desired outcomes

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#### WEBSITE CONTENT

CURRENT CONTENT PRODUCTION / PROCUREMENT describe how current content is produced and managed

We wrote the content from the original descriptions of the offerings

CONTENT REQUIREMENTS describe all content needs for new site

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#### WRITTEN CONTENT

Same content

GRAPHIC ELEMENTS logos, icons, charts and graphs, etc.

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PHOTOGRAPHY

MULTIMEDIA

OTHER

SCHEDULE

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SCHEDULE OVERVIEW

IMPORTANT MILESTONES / DEADLINES

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# FURTHERMORE

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include any additional critical information