# Web design creative brief

*Please complete this questionnaire as detailed as possible. The more information you give us, the better will we be able to create an accurate proposal and design. You can attach other documents or images if necessary.*

# A. About your company

### Tell me why
*Explain in a paragraph or two the mission and goals of your company, the "why" behind creating it and what is its main purpose.*

### Services or products
*List what services or products your company offers and how these services/products are different from the ones your competition offers.*

### Background
*Give any relevant information about the company and the founder's backgrounds and experience. How long it has been in the market and to what markets does it belong.*

### Styles and trends
*Please list any styles and trends that you identify your company with. They don't have to be websites or apps; it could be a photo or texture. Any visual reference that you think we might need to consider. If you don't have any, leave this space blank.*

### Key words
*What words of phrases describe your brand? Are there words or phrases relevant to what you do or dream about with your company and/or your brand's personality?*

### Competition
*List any company (link to website if possible) who you consider your primary and secondary competition.*

### Differentiation
*What makes your company, services or products different from your competitors? What unique value or key feature do you bring that they don't?*

# B. Target audience

*Describe who your audience is, trying to be as specific as you can. You can mention your current audience and the new target audience (if applicable). This helps us understand who we are targeting with the designs. You can include information such as:*

- *Who they are (range of age, gender)*
- *Location (geographic location)*
- *Economic status (middle to high middle class, low income, etc.)*
- *Education level*
- *Interests, hobbies, what's a regular week for them, their life style, etc.*

# C. About your website

## Goals
*What is your website's main goal? Is it to inform about your services/products or do you want visitors to interact with it? If so, how?*

## User experience
*When users visit your website, how do you want their experience to be? What do you want them to know first? What do you think they will be looking for?*

## User's categories and actions
*Who are your current users? And who are the new users you want to reach (if relevant)? How do they currently use your website? If this data is available, describe what are their ages, location, most used devices, frequency of use, current number of visitors, and most visited pages or sections. If you have a Google Analytics spreadsheet from the last 2-3 months, please include that too.*

*Who will be managing this website for content management and how often do you think would you need to update it?*

## References
*Do you have any references we need to consider? List any websites, whether they are in your business category or not, that you like or find interesting and relevant to your website's project, and indicate why (what features you like)*

## Sitemap (website/app structure)
*Indicate the outline or structure of your website. If you have an existing website or app, please indicate if you want to include all or some of the current sections/pages or change it completely.*

*\* This should be done as a brainstorming session. We will take this information and after research, present you a new sitemap and/or recommendation.*

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