

# Client Brief



THE UNIVERSITY *of* EDINBURGH

This document will help you provide the CHSS Web Team with the necessary information to allow the effective planning and development of your new website.

The web team will use these answers to supply your website to meet the exact requirements.

Only complete the information that is relevant to your situation and don't worry if there are sections you cannot yet complete - we will use the document to facilitate discussion that will develop the brief more fully.

This document will become our agreement on what and when the site will be delivered. We use an agile process which ensures that you will be closely involved with the various stages of development and will see the site grow along the way. This process minimises any surprises.

## Instructions

1. This document is designed for a paperless workflow
2. Open in Adobe Reader and click to type in the appropriate boxes
3. Save the document and email it back to us
4. Adobe reader can be downloaded for free at: [get.adobe.com/uk/reader](http://get.adobe.com/uk/reader)

## Other materials

Please send us a copy of any relevant documents and promotional materials you may have.

## Initial Dates

- » Date sent to client:
- » Date returned:
- » Project deadline:

  
  

## Client Contact Details

- » Name:
- » School/Dept:
- » Position:
- » Email address:
- » Phone Number:
- » Web address:
- » Building:

  
  
  
  
  
  

## Project Outline

- » Briefly describe the concept, product or service your new website will provide or promote.

- » Target Audience - Who is the new website aimed at?

## Key Deliverables

- » Please list everything your website **MUST** have to meet your business requirements.

- » Please list everything your website **SHOULD** have to meet your business requirements i.e. important but not vital to your project.

## Website management

- » What tasks do you estimate are required to update and promote your website?

- » Who will be updating and promoting your website?

- » What level of computer and internet skills do they have?

## Website architecture

- » Do you have a site map?

☐ yes ☐ no ☐ don't know

- » Estimated number of sections:

- » Estimated number of pages:

## Website design and style

Describe the style for your new website look and design:

- |  |  |
|--|--|
| <input type="checkbox"/> Minimalist      | <input type="checkbox"/> High-tech       |
| <input type="checkbox"/> Corporate       | <input type="checkbox"/> Modern          |
| <input type="checkbox"/> Authoritative   | <input type="checkbox"/> Natural/Organic |
| <input type="checkbox"/> Credible/Expert | <input type="checkbox"/> Playful         |
| <input type="checkbox"/> Elegant         | <input type="checkbox"/> Sophisticated   |
| <input type="checkbox"/> Fresh           | <input type="checkbox"/> Helpful         |
| <input type="checkbox"/> Stylish         | <input type="checkbox"/> Slick           |
| <input type="checkbox"/> Helpful         | <input type="checkbox"/> Prestigious     |

- » Other words?

- » Do you have a style guide or other corporate requirements?

☐ yes ☐ no ☐ don't know

- » Do you have any imagery or colours in mind for your website?

## What features would you like on your website?

- ☐ Easy to update by non technical people
- ☐ High google (and other searches) ranking
- ☐ Optimisation for mobile phones
- ☐ Photo and media galleries
- ☐ Feedback/contact forms
- ☐ Newsletters and signup
- ☐ Members only section
- ☐ Video/Audio
- ☐ Calendar
- ☐ Statistics
- ☐ Surveys
- ☐ Blog

Other required features:

## Accessibility

- » Will the site be viewed on any special screen size or device?

## Content

- » What types of content will be on your website - eg text, photos, audio, and their current format - eg digitised, hard copy?

- » What content has currently been produced?

- » What new content needs to be produced?

- » Do you need assistance producing the new content?

☐ yes    ☐ no    ☐ maybe

- » Do you have any other related materials such as marketing?

## Search engines (google etc)

- » List the top five search terms (words or short phrases) that people will use to find your website:

- » Additional relevant search terms:

## Social Media and external services

- » Do you have a social media strategy?

☐ yes    ☐ no    ☐ don't know

- » Please list the website addresses of the social media and other external websites linked to this project (eg facebook, twitter, youtube)

- » Are you planning on integrating further social media and other external websites/services? Please list them.

- » Do you need new social media profiles setup?

☐ yes    ☐ no    ☐ don't know

## Funding

- » Is your website part of a funded research project acknowledged by the University of Edinburgh.

☐ yes    ☐ no

- » Please provide the details of any external funding bodies who are funding your project.

## Stakeholders

- » Who will be involved in decisions regarding the website?

- » Are there existing web developers we will need to work with?

## Legal & Copyright

- » Are there any legal issues we need to consider?

- » Do you own the rights to all materials to be included on the website?

☐ yes    ☐ no    ☐ don't know

### Your Current Website (if applicable)

» What is good about your existing web site?

» What is bad about your existing web site?

» Who currently hosts your website? (University hosting or external)?

» Are you happy with your hosting service?

☐ yes   ☐ no   ☐ maybe

### Competition and Genre

» Provide examples of other important websites in your market/ genre?

» What are they doing well?

### Websites you like

» Provide examples of websites you like the design and functionality from:

### Other Comments?

Thank you for completing the form! Please save this PDF and email it back to your web team contact.