

**ABP Development Corp.**

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**Website development brief**

The brief is the starting point of our work together. The main purpose of the brief is the identification of unique and specific characteristics that differentiate your company, your product, your market niche and your audience. We want better understand you and your business to find the most effective solution.

**Please complete the following brief form and send it to us on e-mail** [**info@abp.biz**](mailto:info@abp.biz)

|  |  |
| --- | --- |
| **Your contact details** | Your name:  Your e-mail:  Telephone:  More information: |
| **Describe the project**  *It's a new website or redesign an existing one? When it comes to redesign, we would like to see existing website and discover what you would like to change.* |  |
| **What type would you classify developing website?**  *Specify what type would you classify developing website. If the website is developed to solve several tasks, you can*  *select multiple items at the same time.* | Corporate website  Online service  Promotional website  Content website |
| **What results would you like to achieve?**  *For what purpose website is developed? Please mark all items that have a value for you.* | The increase of attendance, the development of the project  The promotion of specific products and services  Improving the image  Internet sales, payments  Services for employees  Services for customers and/or partners |
| **Tell us about the brand for which the website is being developed**  *What is the name of your company? Are there full and short names, different language versions? If you have the company's mission and slogan, write them here.* |  |
| **Give examples of sites you like**  *Specify the web sites that are close to successfully solve your problems. Specify competitors sites if they exist. Are there any websites that you like from a visual point of view – not necessarily in your industry? What exactly about them do you consider successful?* |  |
| **What audience is your website?**  *Tell us about the audience for your website. These are individuals or corporate clients? What are their main geographical, age, social, behavioral signs?* |  |
| **What sections should be on your website?**  *Mark the sections that should be on your website and specify those that are not in the list.* | News  Product catalog, the ability to purchase online  Text sections (company profile, history, FAQ, etc.)  Section with downloadable files or documents  Contact information, feedback form, map  Internal area for customers/partners/employees  Write another sections |
| **What languages will be used on your website?**  *How many language versions should be in your future site? What are these languages?* |  |
| **What is the mood and the associations should call the website?**  *It is important for us to know on which values and qualities built your project. This applies not only visual design but also the general mood.*  *Select only one item.* | Ease  Rigor  Classic  Modern  Restraint  Showiness  Modesty  Luxury  Easy  Complexity |
| **Do you need the responsive design?**  *Do you need to adapt the site to mobile devices — tablets, mobile phones, etc.?* |  |
| **What data do you have on this project?**  *Do you have a logo, brand book, text, photo, video materials, which are planned for publication on the page. Maybe you need to develop them?* |  |
| **Deadlines and project budget**  *If the project should be implemented in any concrete terms, specify them. Also, if possible, indicate the budget for the project.* |  |
| **Do you need hosting and a domain name?**  *If you don't have a domain name and hosting we can help with their selection. If you have please provide them.* |  |
| **Additional comments** |  |