

PROJECT BRIEF



Please complete this form and fax, mail or email to our office.

(02) 6699 2472 | 1/53 Prince St. Coffs Harbour NSW 2450 | admin@fmpdesign.com.au

To send via email please use PDFescape (free online software) to upload, fill in and then email to our office. <http://www.pdfescape.com> – No need to register.

Business Name:

Contact Name:

Phone:

Fax:

Mobile:

Email:

Address:

P/Code:

Job Name:

In order for FMP Design to know exactly what you and your business requires for a Website, we ask that you read and complete the below form.

The form covers who you are and what you require and should only take up to 30minutes to complete.

FMP Design would like to have a full understanding of what you require for your Website and to ensure the finished project reflects what you have in mind.

If you have any questions or wish to discuss something not covered in the Brief please phone us on (02) 6699 2472

STEP 1: Your Company Profile

1.1 What does your business do?

1.2 How long have you been established?

1.3 What is your niche market?

1.4 Who are your main competitors?

1.5 Please identify those who's corporate images you like and why?

1.6 Do you have an existing corporate image that you would like to build upon; if so please describe? *(i.e. is it relaxed, young, groovy, professional, corporate, traditional, conservative. Be as descriptive as you can, and if possible, provide examples)*

STEP 3: Your Target Audience

3.1 Who is your target audience?

3.2 Customer Demographic? Age, Sex, Income, etc.

3.3 Are there any sensitivities particular to your audience/client base that need to be taken into account or avoided? *(e.g. Indigenous cultural issues, font size for elderly, etc.)*

STEP 4: Your Budget

A ball-park figure of a budget expectation will give us a good idea of the type of solution we will realistically be able to provide you with.

4.1 What is your budget?

STEP 5: Your Timeline

A Timeline is a very important consideration. Please let us now if there are any specific deadlines that need to be met.

5.1 What is your ideal timeline?

STEP 6: Website Design Elements

6.1 What are your desired colours? *If your printer/graphics person can supply the codes for the colours – even better!*

6.2 Fonts you would like to use? *Again your printer may be able to help with these.*

6.3 Do you have images for the Website?

6.4 Please list some examples of Website you like and dislike, and why?
