

Client:
Address:

Webtheoria
Telephone:
Date:



Briefing Questionnaire for a: Website

// Is there a deadline ? _____

// Who will the site be aimed at ? _____

// What do we know about them ? _____

// What's the single most important idea that the site must convey ? _____

// Are there any other functions that the site will need to fulfil ? _____

// What tone would be most appropriate ? fun, simple, busy, serious, corporate etc. _____

// What are your competitors doing ? _____

// What pages are required ? _____

// What interactivity are we likely to need ? movies, forms, gallery, shop etc. _____

// 3 Websites we like are: _____

// 3 Websites we dont like are: _____

// Available assets for the site draft copy, images, sound files, video, downloadable PDF or Word files _____