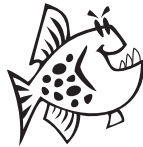


# Web Design Brief



**Pink Piranha**

Design with a bite

0403 444 660

penny@pinkpiranha.com.au

PO Box 1022 Subiaco 6904

**Company name:**

**Date:**

## About your business

Name of main person to contact:

Office Tel:

Mobile:

Fax:

Company address:

P.O. Box address:

Web address (if any):

Contact email address:

Preferred method of contact:

## About your industry

What industry are you in?

Please list your main services and / or products

## Key audiences

For example list types of markets, customers, clients, and / or stakeholders.

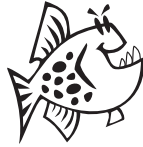
## Peer and Partner organisations

Where available, include peer and partner organisation website addresses. Organisations that have a similar/desirable relationship model or values.

## Organisations that cater to the same audience

(but may not provide the same products or service)

## Organisations that provide similar products or services



**Main role of website**

Identify what the website will do for each key audience, for example:

**1/ INFORM -**

Provide access to product catalogues, service promotion, reference materials, media releases, annual reports, legal and policy documents etc..

**2/ PROVIDE SERVICES -**

E-learning, online tutorials, generate documents etc..

**3/ PROCESS ORDERS -**

Online transactions, credit card payment, order-tracking, etc..

**4/ SUPPORT OPERATIONAL ACTIVITIES -**

Field enquiries, process applications, etc..

**5/ ENABLE / SUPPORT COMMUNITY INTERACTION -**

Staff intranet, partner extranet, forums, group email, etc..

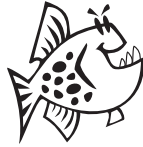
**6/ FACILITY EVENTS -**

Distribute programme schedules, process bookings, etc..

**Measures of success**

What outcomes are desirable as a result of creating a website?

- 1/ Public awareness, search engine ranking
- 2/ Website accesses (traffic)
- 3/ Customer / Client / Stakeholder enquiries
- 4/ Sales
- 5/ Email subscriptions
- 6/ Bookings / Reservations
- 7/ Others (please specify)



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### Updating your website

How often will you need to update the content on your website?

For example: Does your organisation publish a monthly newsletter, or regularly need to update product catalogues?

### Would you like to update the website yourself?

### Project constraints

Are there any technical standard requirements? Please specify:

### Indicative project budget

We're happy to tailor our services to fit your budget

### Time frame

Please include key dates, for example: proposal due date, selection / evaluation processes and website launch date.

### Privacy Policy

Please note, any materials supplied to us will remain in strict confidence.

**Please either scan this document when completed and email to: penny@pinkpiranha.com.au or post to Pink Piranha, PO Box 1022, Subiaco 6904, WA**