

# Website Design Creative Brief

## Project Details

Client Name:

Point of contact name:

Email:

Phone:

## Project Overview

Objective:

Target audience:

Core functionality:

Describe success:

## Competitive Analysis

Parallel sites:

Behavior examples:

Key functionality examples:

## Existing Site Metrics

Things the site does well:

Areas that could improve:

Avg daily site traffic:

Conversion rate:

## **Website Pages** *(Circle all that apply)*

About

FAQ

Product

Blog

Gallery

Reviews

Contact

Member Login

Social Media

Ecommerce

Mobile

Other:

## **Visual Design**

Style:

Voice and tone:

Brand colors:

Verbiage:

## **Schedule**

Creative brief:

Design concepts:

Developer handoff:

Beta:

Launch date: