**Web Design Brief**

***Client Ref***: **Date**: / /

**Company/Individual Name**:

**Contact Person’s Name**:

**Telephone/Mobile**:

**Email Address**:

 OFFICE USE ONLY

**Kindly fill the form below and mail it back to us. Your contribution will tremendously help us optimise your website. Thank you for your time and co-operation.**

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| **Site Objectives** |
| Describe briefly the main purpose of your (company) website – please copy and paste this tick (✓) for items that apply from the checklist below. |
|  | Provide general information |
|  | Showcase products/services |
|  | Allow customers to book/buy online |
|  | Provide sales leads |
|  | Other (please specify):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Target Audience** |
| To help me have a better insight into the ergonomics of your site, describe the characteristics of your visitors – please copy and paste this tick (✓) for items that apply from the checklist below. |
|  | Locals (Mauritians) |
|  | Internationals (e.g. foreigners, tourists, etc) |
|  | Other demographics (if required):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Design Considerations** |
| I will certainly provide you with the best possible design and layout (in terms of colour scheme, navigational structure, user-friendliness, browser compatibility, etc) but do you have any specific preferences with respect to the following? Tick (✓) items that apply. |
| Colour scheme:  |
| Will you provide me with images?  |  | Yes |  | No |
| Other preferences (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Web Pages** |
| Apart from the usual pages (checked below), do you want any other pages within your site? Please specify next to the unchecked boxes (e.g. sitemap, photo gallery, Google map, etc) and check them by copying and pasting this tick (✓) |
| ✓ | Home |  |  |
| ✓ | About us |  |  |
| ✓ | Services/Products |  |  |
| ✓ | Enquiry form |  |  |
| ✓ | Contact us |  |  |

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| **Site Content** |
| Given that no-one knows your business better than yourself, I almost always require my clients to provide me with detailed textual content (ideally in **Microsoft Word** format) clearly marked with which section or pages it relates to. Tick (✓) items that apply. |
| Will you provide me with textual content?  |  | Yes |  | No |
| If your texts are ready, please mail them to me in a separate document. |
| I kindly inform you that if you assign me the task of looking for textual information relating to your site or copy typing (transcription of information from non-electronic sources like books, pamphlets, leaflets, brochures, etc), you will be expected to pay additional fees. |

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| **Timescales** |
| Provide details of your timescales - do you have particular deadline(s) (dd/mm/yyyy) for the completion of this project? If this project forms part of critical time plan, please provide as much information as possible. Also, give me realistic deadlines so as to get the best possible results. |
| Conception | Date: \_\_\_ / \_\_\_ /\_\_\_\_\_\_ |
| Design and Layout | Date: \_\_\_ / \_\_\_ /\_\_\_\_\_\_ |
| First draft | Date: \_\_\_ / \_\_\_ /\_\_\_\_\_\_ |
| Completed website | Date: \_\_\_ / \_\_\_ /\_\_\_\_\_\_ |
| Additional information (if applicable) | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Contact Details** |
| Provide contact details and company information that you wish to include in the site. Information required includes: Company name, contact name(s) if required, full company address including telephone/fax numbers, email addresses plus any other information that you may wish to include. The ticked (✓ ) items are compulsory. |
| ✓ | **COMPANY/INDIVIDUAL NAME**:  |
| ✓ | **CONTACT PERSON’S NAME**:  |
| ✓ | **TELEPHONE**:  |
|  | **FAX**:  |
| ✓ | **EMAIL ADDRESS**:  |
|  | **POSTAL ADDRESS**:  |
|  | Number/Street: |
|  | Village/Town/City: |

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| **Website Hosting** |
| Please advise if you require me to host your site for you. Tick (✓) items that apply. |
| Do you already have a domain name?  |  | Yes |  | No |
| If No, do you wish to suggest a domain name?  |  | Yes |  | No |
| If Yes, give your suggested name (e.g. [www.yourcompany.com](http://www.yourcompany.com)): |
| Do you want me to host your site?  |  | Yes |  | No |

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| **Other Information** |
| Please provide any other information relating to the design and development of your site that we should know before commencing work (e.g. design your logo, include add-ons like a Flash intro, banner/masthead, Search Engine Optimisation, social media pages (Facebook, Linkedin, Twitter), regular web traffic analysis reports, etc). Tick (✓) items that apply. |
|  | Logo |
|  | Flash intro |
|  | Banner/masthead |
|  | Social media pages (Facebook, Linkedin, Twitter) |
|  | Web traffic analysis reports |
|   Other (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |

 **Date: \_\_\_ /\_\_\_ /\_\_\_\_\_**

I am confident that you will enjoy the privileges of being my customer and look forward to a long-lasting and fruitful relationship with you.

Yours faithfully,

Rajesh Gunesh

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