



CLIENT DETAILS

DATE

CONTACT

COMPANY

METZCREATIVE.COM.AU





A website design brief is a set of instructions given in advance to outline the project to be undertaken. Before the commencement of any design project — a brief must be discussed. The information in this form provides us with essential information for the development of your website.

Please fill out, scan & email the completed form to info@metzcreative.com.au

| COMPANY BACKGROUND | |
|---|--|
| What type of product or service are you offering? | |
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| TAROFT MARKET PROFILE | |
| TARGET MARKET PROFILE | |
| Please describe your target audience: (Demographics, Business sector) | |
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| WEBSITE HISTORY |
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| Do you have a current website? If so, please provide existing URL/website address |
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| What are your top 3 frustrations with your current website? |
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| What do you like most about your current website? |
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| Are there any features or design elements you would like to replicate on your new website? |
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| What do your current competitors website have that you aspire to? |
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CREATIVE DIRECTION

| What are the most critical perceptions that you would like your target market to reflect from your website? (professionalism, corporate, modern, expensive, classic, traditional, comfort, friendly, fun etc.) |
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| Do you have a tagline or slogan? Do you want it to appear on your website? |
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| Do you have any specific imagery or graphic elements you would like to appear within your website? |
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| Outline your desired color scheme, or provide a brand style guide |
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| Do you have a preferred style of typography? (e.g. modern, classic, heavy, light, handwritten, etc) |
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| List some websites that you like and explain why |
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FEATURES & FUNCTIONALITY

| Do you require a content management system (CMS)? If yes, please advise what elements of your website you will need to self manage. | |
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| Please provide a list of major features you wish to include in the site (e.g contact form, social media links, news feed, image gallery, shortcut widgets etc) | |
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| Do you want to sell products/service through your website (e-commerce)? eg. Shopping Cart Feature | |
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| Do you require a custom mobile version of your new website? | |



| CONTENT |
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| Please provide a rough guide to the site structure (site map, please attach) (if you have a wireframe, great! If not a simple list of pages will help to indicate the size and complexity of the site) |
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| Is the content already created for your site? If not, how soon do you anticipate having it ready? |
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| CONCLUSION |
| Do you have a deadline, timing or exact date of completion for your website? |
| |
| Do you have a budget you are trying to meet? |



our custom DESIGNS



appsmelb.com.au



urbanedge3163.com.au



our custom DESIGNS







why choose US

what makes us better than our competitors

Metz Creative only create custom designed websites, we dont work off existing templates, your design will be unique and effective for your industry type.

Your website design will be innovative and cutting edge, it will be specifically designed to allow 'user friendly' navigation specific to your content.

We work with you from start to finish, your website will perform all the necessary objectives that are outlined during the briefing process.

We take great pride in our design, each creation we treat as a masterpiece, we want your website to be the best against all your competitors.

Your website is very important to us, it is an instant reflection of our own work, we take it very seriously, we welcome you to choose Metz Creative for your new website.



GRAPHIC DESIGN STUDIO

Studio 2A, 131 Parkers Road Parkdale Victoria 3195 03 9588 1700

info@metzcreative.com.au