



PROPOSED WEB SITE BRIEF

Digital and Virtual Environments

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Client Name:	
Contact Name:	
Contact Details:	
Proposed URL	
Purpose	The purpose of this document is to help you decide how you would like the proposed website to work.
Target Launch Date	
Proposed Budget	

Aim	The purpose of this website is to:
Background	Background of business
Purpose	The purpose of this website is to:
Summarize the website in 2 sentences	
Goals	The goals of this website are to:
Objectives	The objectives of this website are to:
Description	Five words that describe the website

Concept	
Justification	
Design	
Target Audience	

Content

for additional content
see attached

The completed website is to contain the following features or information:

Structure

The website is to contain the following main categories of information:

The website must also contain the following:

Deliverables	The satisfactory completion of the website as per the final acceptance agreement for the project
Technical Specifications	
Monitor Resolution	
Browser Compatibility	
Data Transfer Rate	
Maximum File Size	
Additional Requirements	
Other Sites (like/dislike)	Similar URLs that assist with the proposed design and why.

**Other
Information**

and/or

Content

Site Map