

**Project brief**

Each project requires the clients involvement. It’s easy though: we carefully study your whole business specifics or look at some certain branch and define what is the image you’d like to come up with. The more info we get - the better is the outcome, so lead us with your hints

General

**Who are you?**  
Tell about your business in a nutshell: how long do you operate, how big you are and where are you based?

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**What you do?**  
Describe your main focus: what kind of services or products do you sell?

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**Who do you do this for?**  
That’s right - it’s about target market. Tell us who’s your zero customer and what's on their minds

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**Why would they buy from you?**  
What’s the problem that you’re solving? Give us rational and emotional

**For instance:**   
***Rational:*** *Our food is yummy and can feed any kind of hunger*

***Emotional:*** *We’re the only true Italian restaurant. All the others - total fake and just a disgrace to Italian cuisine*

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**What is truly special about you?**  
Let us know do you stand out among competitors. References for the competitors are highly welcome

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**Describe your product / company. In one tweet**

Less is more. Let us know the very meaning of your business: your motto, slogan or mantra.

**For instance:**  
*We’re the most luxurious city apartment on the seaside*

*Our app is more easy to use tool available for all the HR’s   
We’re the first online magazine for youth in Colorado*

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Design

**How should the website look like?**  
Share your references and your vision. All the answers are right - just use your own language

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**What’s the appeal?**  
It’s abstract but much important. Let us know what should be there between the lines:  
  
**For instance:**  
Reliability, status, luxury

Availability, easy-going, youth-oriented *Care, eco-friendly, clean*

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**What you don’t like?**  
Share the bad references and what from your point of you is a bad example of design

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Marketing

**What’s the main purpose of the website?**  
Let us know what we aim for

**For instance:**  
*Look better in the eyes of investors  
Gain more inquiries   
Deliver the content and updates*

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Functional

**What features should be there?**

Fill in the table with functional features. If something’s missing just select a row, press TAB and put it right there

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| Function | The way it should work |
| CMS | Editable content: both text, images, links and repeating elements |
| Newsfeed | News with categories and filters, and option to subscribe |
| Testimonials | Carousel with testimonial on the homepage |
| Multi-lingual | Several language versions (EN/FR/ES) |
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Organizational

**What’s the most important thing for you?**  
Please let us know what’s the most important thing for you: website future flexibility, quick development, quality of design etc.

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