

Briefing

Please use this briefing template to provide us with as much information on the assignment as possible. Answer all the questions that you find relevant for your specific challenge. This will help you to get focus on the challenges that you face, and helps us make a sharp quotation and outstanding work.

Proposition

What are the products/services your company/brand has on offer? (Please provide a functional description of the product or service.)

What is unique or different about this product or service?

What aspects of the product/service are most interesting?

What is unique about the brand/company?

Product/Service

What will you be selling on this eCommerce platform?

How many categories and subcategories do you have (approximately)?

How many products do you have (approximately)?

People

Who is the group of people who buy your products? (E.g. age, gender, ethnicity, socio economic status, hobbies, ...)

What are the problems/situations your service will solve for them? Will it fulfil a genuine need in their lives?

In which countries do they live?

Needs

What are the key functionalities folks will use on your website? In which order of importance would you sort them?

Do you require a multilingual site? If so, is all product data available in multiple languages?

Do you require a multi currency site?

Message

What's the single most important message to leave folks with?

What are we really trying to communicate, condensed down to a single minded thought?

What can we offer as support for this? (Hard facts that give us license to talk about the brand in this way.)

Ton of voice

What is the brand's tone?

What is the brand's voice?

If your brand was a person, what kind of personality would it have?

Look and feel

How do you want people to perceive your business when they visit your website?

Do you have a rigid design book/brand book?

Besides your competitors, what websites do you like the look and feel of and why? (Please list website addresses)

Else

Must do's have's like logos, selling lines, legal copy. Plus "watch-outs" and guidelines on "regulatory" issues, if there are any.

Give a brief description of the menu structure or sections you would like to have on the site.

Which external services should be connected to the website (ERP system, Finance, CRM, PIM, etc)

How will customers pay for your products/services?

Do you have a merchant account and payment gateway(s)? If so, which one(s)?

How will returns and other service inquiries be handled?

How will customers pay for your products/services?

When is your desired launch date?

Which budget range should we keep in mind?

**That's it.
Thank you.**