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MEDLICOTT DESIGN CREATIVE BRIEF

Start Up Questions:

Quotes from Medlicott Design include the design, build and search engine optimization of your website, domain name research, photo manipulation, set up of email accounts, and the addition of the website to Google and Bing, the two major players.

To begin with I would like to find out some basic details, which can be used to create a quote, or obtain a ballpark figure for you to work with.

Below you will find a questionnaire, that hopefully will give me an idea of your requirements, and help us be able to 'cut to the chase' and find out what you want to do and whether it can be done.

1. Do you have any pre-conceived ideas of how you would like your website to look?

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2. Do you have a company logo that you wish to use?

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3. If you wish to have an e-commerce type website, do you currently have a merchant account with your bank?

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4. Do you have a specific time frame that your website needs to be completed by (to meet opening day, advertisements scheduled and other factors)?

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5. Do you currently have an email contact that is checked regularly? This is for ongoing enquiries that won't interfere with other work commitments during the development phase.

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6. Do you want a new email address(s) related to the website name?

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7. What is the primary purpose of the website?

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8. What are the secondary goals of the website?

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9. What are the long-term goals?

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1. How your company is currently perceived? Do you want to carry the same kind of message through your website?

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2. Use a few adjectives to describe how the user should perceive the website. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, and cutting edge.)

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3. What is the overall message you are trying to convey to your target audience? (For example, cost-effective, secure, reliable, efficient.)

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4. How do you perceive a successful result from your website? (enquiries, membership, sales)

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- Home/start page
- Product pages
- Services page
- Contact page – general enquiries and map
- About us page – your point of difference and staff / personal photos
- Testimonial page
- What's on – upcoming events?
- Resources/Links – links to handy things for your visitors. Relate to your business
- FAQs – related to your product or service
- Privacy Agreement (Now compulsory on websites dealing with the UK or Europe – has things like what information is kept about people, deposit information, etc)
- Online Shop
 - Direct Credit facilities?
 - Credit Card payments
 - Product Lists?
 - A booking form?