

# Website Design Brief Template

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**Company Name:** Gaz Ed Atelier

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**Contact's Name:** Edmund Nii Kotei Kotey

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**Contact's Position:** Visual Communicator

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**Contact Information:** +233 (0)24 511 5479

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## 1. Company Profile

Values: Gaz Ed Atelier

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Mission: To serve all and globally

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Vision: To be internationally recognized

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Additional Information:

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## 2. Project Overview

New Website / Redesign?

New website design

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Expected Deliverables:

Website wireframing, building and hosting

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Tone / Voice:

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Key Functionalities:

Very responsive and functional

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## 3. Project Goals

Responsiveness

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Functionality

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UI friendly

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Perfect UX

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## 4. Target Audience

Age: 18-70

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Gender: Male/Female

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Values:

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Additional Information:

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## 5. Competitors

Competitor 1: Brand media X

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Competitor 2: Design 360

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Competitor 3:

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Competitor 4:

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## 6. Design Requirements

Well explained brand brief and details

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## 7. Project Timeline / Schedule

Date / Milestone:      Thumbnail sketches

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Date / Milestone:      Wireframing (Figma)

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Date / Milestone:      website building and coding

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Date / Milestone:      corrections and recommendations

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Additional Information:

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## 8. Web Design Budget

Requirement 1:      Domain name: \$30

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Requirement 2:      Hosting: \$100

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Requirement 3:      Annual management: \$100

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Requirement 4:

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Requirement 5:

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**Total Budget:**

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## 9. Project Deliverables

Deliverable 1: Website Design

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Deliverable 2:

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Deliverable 3:

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Deliverable 4:

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Additional Information:

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## 10. Hosting and Maintenance

Goodaddy

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