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TEMPLATE TO FILL IN

Website briefing

8

8 questions to answer before starting the project.

HOW TO USE

01 Answer in short sentences. You can fill it in here on your computer or print it.

02 Leave blank what you do not know. It becomes the agenda of our first conversation.

03 Want to talk about your project? Send this file to contato@lucianovieira.com or message me on WhatsApp, +55 18 98105-8330.

04 Are you a designer? Use it as a script with your clients and adapt it to your process.

About the project

So I know who to talk to and what it is about.

Company or brand

Contact person

Email

WhatsApp with country code

Website or Instagram you have today

Paste the link or the @. If you have none, leave it blank.

Type of project

- [ ] Institutional website
- [ ] Landing page
- [ ] Online store
- [ ] Other

When do you need it?

- [ ] I have a fixed date
- [ ] Within 30 days
- [ ] In 1 to 3 months
- [ ] No rush

01 What is the goal of the site, in one sentence?

Example: “I want people who arrive from Instagram to book an assessment on WhatsApp.” If it does not fit in one sentence, the page will not be clear either.

02 Who will read it?

Describe a real person: what they already know, where they arrive from and what they want to solve.

03 What is the complete offer?

What you sell, under which conditions and with which guarantee. If the price will not appear on the site, say why.

04 What doubts come up before someone buys?

Reread your latest sales conversations on WhatsApp. The most common objections are there.

- [ ] It is expensive
- [ ] Will it work for me?
- [ ] I need to talk to someone first
- [ ] I do not have time
- [ ] I do not trust buying online
- [ ] I already tried something similar

Other doubts

05 What proof do you have?

Only list what you can prove. If there is no proof yet, that is fine: the site does not pretend there is.

- [ ] Client testimonials
- [ ] Numbers I can prove
- [ ] Real photos of the work
- [ ] Awards or press
- [ ] Before and after
- [ ] Certificates or credentials
- [ ] Videos
- [ ] I have nothing yet

Details

06 Which references do you admire, and why?

"I like this site" helps little. "I like it because it feels calm" helps a lot.

Reference 1: link

Why do you like it?

Reference 2: link

Why do you like it?

Reference 3: link

Why do you like it?

07 What must the site not have?

Brand restrictions, forbidden words, colors that do not match and rules of your industry.

Does your industry have rules about what can be promised or shown?

- [ ] Health
- [ ] Legal
- [ ] Finance
- [ ] Elections
- [ ] Education and courses
- [ ] None that I know of

08 Who approves, and by when?

If more than one person decides, agree beforehand who has the final vote.

Who has the final word

Deadline to approve

Materials to gather

- [ ] Logo in an editable or vector file
- [ ] Ready-made texts, if they exist
- [ ] Domain and hosting, if you already have them
- [ ] Photos and videos you already have
- [ ] Links to profiles and to the current site
- [ ] Brand guidelines, if they exist

Link to the folder with the files

Google Drive, Dropbox or WeTransfer. Do not send passwords here.

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