ABBA
v2

AUSTRALIAN BRAHMAN BREEDERS' ASSOCIATION LIMITED

Specialising in promotion and advertising solutions for Brahman breeders

HAVE YOUR WEB PAGE DESIGN BY BRAHMAN BREEDERS

This website design brief will form part of your instructions to Brahman Graphics for the design and development of your website. We will use this brief as a guide to work from when we create your design concepts.

Brahman Graphics aims to provide custom developed webpages that are creative, clean, un-cluttered and logical websites. We use the latest HTML5 and CSS3 techniques to build websites that ensure fast performance and compatibility across all internet browsers and platforms such as mobile, tablet and TV.

Brahman Graphics can create your websites using content management systems (CMS) which allows you to manage your own website content. This allows you to change the important information on specific pages yourself as often as you like.

CONTACT DETAILS

Contact Person. ....

Stud Name. ....

Member Number. ....

ABN Number. ....

Phone Number. ....

Mobile Number. ....

Email Address. ....

Website Address. ....

WEBSITE DESIGN BRIEF

Do you already have a domain name or will you need us to register one for you?

☐ Yes, I have a domain name   ☐ No, please register one for me

What would you like your domain name to be?

www. ....

Do you already have a hosting provider or will you need one setup?

☐ Yes, I have a hosting provider and I'll send you the ftp login details   ☐ No, please set up hosting for me

Will this be a new site or do you have an existing site that you would like to rebuild?

☐ New site   ☐ Existing rebuild site URL ....

What don't you like about your old website?

....

....

What do you like about your old website?

....

....

How much did it cost to develop your old website?

....

Will you manage your own website content with our content management systems (CMS)?

☐ Yes   ☐ No

Will you need training?

☐ Yes   ☐ No

Would you like a user manual?

☐ Yes   ☐ No

Do you plan for us to maintain the site for you?

☐ Yes   ☐ No

Would you like your webpage to display across multiple platforms?

Your website can work over multiple platforms like screen, tv, tablet, mobile and print.

☐ Yes   ☐ No

How many pages will you need? .... List the names of your pages

This will also become your menu items.

☐ Home   ☐ Sires   ☐ Dams   ☐ Semen   ☐ Gallery   ☐ History   ☐ Links   ☐ Contacts   ☐ Sales

Other: ....

....

Design Style

What kind look and feel you would like for your website?

☐ Corporate/Professional   ☐ Contemporary   ☐ Edgy/Funky   ☐ Minimal design   ☐ Country   ☐ Modern Country

Colours to Use

Any particular colours or colour combinations you would like to use.

....

Design style notes and imagery

Add in any note you would like to make about the design style and the type of images you would like to use on the site.

....

....

Keyword Phrases

This will help in the optimising your website for search engines. Please list any relevant keywords.

....

....

....

Describe any specific services you already know you want:

☐ Website design & development   ☐ Content management systems (CMS)

☐ E-commerce   ☐ Search engine optimization

☐ Email accounts   ☐ Website Statistics

☐ Google Analytics (better Statistics)   ☐ YouTube Account (video uploading)

☐ Gmail Account   ☐ Social media integration   (Facebook)

☐ Ongoing website maintenance and support   ☐ Email and Online Enquiry form

☐ Online Sale Catalogue   ☐ Photo Gallery

☐ Downloads   ☐ Resource Links

☐ Newsletter (email blast)   ☐ Newsletter sign up form

☐ Domain registration   ☐ Website hosting

☐ Image retouching   ☐ Video editing

☐ Database development   ☐ Training - website user manual

☐ Other Design (graphic, logo)

Other...

List the URLs of three of your primary competitors:

www...

www...

www...

Please give the URLs of three sites you really admire for their look and feel and want something similar for your site. Also describe what you like about each site.

www...

....

....

www...

....

THE WEBSITE DESIGN PROCESS

How we do it in 7 easy steps

1. Meeting

Discuss - We like to understand your new project from the inside out. Discuss your needs and wants to generate a solution. We collect requirements and information from you and develop a concept. You provide the requirements and design elements ie: photo's, introduction text and look and feel.

2. Design Concept

Visualise - The concept phase, we create conceptual layouts that are based on clients ideas and provide you with a proof. Have a kit kat, you'll be hearing from us soon...

3. Design Critique

Talk - The design phase, we refine the concept and further develop the design.

4. Design sign off

Take off - with the look and feel locked in and signed off on, it's time to take flight.

5. Development

Construction - We go to work bringing your concept to life.

6. It lives

Overview - Final check over and tweak before it go's live...

7. It's time

Party - Tell all your friends about your new webpage and how easy it was to build!

NOTES