

Website Project Brief

Fill in together at the first meeting. With the ticked Website Features Guide, this is everything needed to start building. Skip anything that doesn't apply.

Client	Date	Prepared by
		Flux Design

1. The business

Business name	
What the business does <i>1–2 sentences</i>	
Location / area served	
Contact person <i>Name, phone, email</i>	
Current website <i>If there is one</i>	
Social media <i>Facebook, Instagram, other</i>	

2. Customers & goals

Who are your customers?	
What should visitors do on the site? <i>Tick all that apply</i>	☐ Call ☐ Send a message ☐ Book ☐ Buy online ☐ Visit the shop ☐ Learn about the business ☐ Other: _____
What makes you different from competitors?	
Competitors' websites	

3. Look & feel

Style	☐ Friendly / playful ☐ Professional / serious ☐ Elegant / luxury ☐ Modern / minimal ☐ Traditional / local
Logo	☐ I have one (send as a file) ☐ I need a new one ☐ It needs a refresh
Colors <i>Brand colors, or colors you like</i>	
Anything you don't want?	

Websites you like

#	Link	What you like about it
1		
2		
3		

4. Pages & content

Page	What goes on it	Who provides the content
Home		☐ You ☐ Us
About		☐ You ☐ Us
Services		☐ You ☐ Us
Contact		☐ You ☐ Us
		☐ You ☐ Us
		☐ You ☐ Us

Texts	☐ I'll write them ☐ Write them for me (from my notes) ☐ A mix
Photos	☐ I have photos ☐ Use stock photos ☐ I need a photographer

Languages	☐ Greek ☐ English ☐ Other: _____
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5. Details for the selected features

For features ticked in the Features Guide that need specifics, note them here.

Feature	Details
Contact form (example)	Messages go to info@yourbusiness.gr

6. Technical setup

Domain	☐ I have one: _____ (registered at _____) ☐ I need one. Ideas: _____
Hosting	☐ Existing: _____ ☐ I need hosting
Email with the domain e.g. info@yourbusiness.gr	☐ Already have it ☐ I need it ☐ Not needed
Who needs access / logins?	

7. Timeline & budget

Desired launch date	
Important dates Season opening, event, campaign	
Budget	☐ Up to €300 ☐ €300–700 ☐ €700–1,500 ☐ Over €1,500 ☐ Not sure yet
Maintenance after launch	☐ Yes ☐ No ☐ Let's discuss

8. Notes

Anything else	
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Agreement

By signing, both sides agree that this brief and the ticked Website Features Guide describe the scope of the website. Changes after this point may affect the price and the timeline.

Client (name & signature)	Prepared by (name & signature)
Date:	Date: