



Webyogi

Client brief

This is your business plan for your website; it helps us to see your vision. The more information you can give, the better we'll be able to help. Answer each question clearly, and skip any questions that don't relate to what you need.

Once you're happy that the worksheet clearly describes your project, email it to info@webyogi.co.uk and we'll work out the rest for you.

The Basics

What is the name of your company, your website and the current/intended web address?

Describe your company and what service your site will provide.

When do you expect the project to start and when does it need to be completed by? Are there any reasons for these dates? e.g. new business or product.

Who are the main contacts for this project? Please list names, email addresses and phone numbers.



What is the budget for this project?

Your Audience

Describe the different types of visitors to your website in as much detail as possible.
e.g. yoga students, business people, parents.

Design

Please list any websites that you really like.

Do you have a brand? What impression do you want the site to convey? e.g. corporate, fun, interactive? Do you have a particular colour scheme or layout in mind? (see [web yogi's web colour guide](#)).

Your Objectives

Why do you want a new website?



List the business objectives for your website how important they are.
e.g. generate income, reach more clients, increase customer satisfaction, provide information etc.

How will you know if the site is a success?

e.g. 10% increase in contacts, 80% of surveyed users expressing satisfaction.

Current Site (if you already have one)

What aspects of your current site work well and why are they successful?

What aspects of your current site are unsuccessful and why do you think that is?

If you update your current site using a content management system, please describe the system and it's main features. Are you happy with the system?