



THEM APPLES DESIGN

client  
address

contact  
telephone  
brief date  
presentation date

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## **BRIEFING QUESTIONNAIRE FOR A *WEBSITE***

**Is there a deadline?**

**Who will the site be aimed at?**

**What do we know about them?**

**What's the single most important idea that the site must convey?**

**Are there any other functions that the site will need to fulfil?**

**What tone would be most appropriate?** fun, simple, busy, serious, corporate etc.

**What are your competitors doing?**

**What pages are required?**

**What interactivity are we likely to need?** movies, forms, gallery, shop etc.

**3 websites we like are. . .**

**3 websites we don't like are. . .**

**Available assets for the site** draft copy, images, sound files, video, downloadable PDF or Word files

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