

Topic Discovery

What information does a Web Designer need from a client brief?

SUMMARY:

A Client brief is basically a freebie when designing a web page or print ad, the client is giving you what they are looking for, when you put the website together. The client brief is what the client is envisioning their website as through words or phrases they are giving you. I'm going to explain some of the key questions, that should be asked when coming up with a client brief. While, giving some simple explanation of questions or methods that should be covered and shouldn't be covered in a client brief or meeting. I will be giving in-depth explanations' on some of the questions that can make it easier on the client and you when designing the website as a freelance web designer.

MEDIA USED: logos, images, product info, screenshots, and possibly a slideshow.

Angle of the Topic: Informative, Freelance Web Designer View on the Topic

Overwhelming Info: If there is too much information that makes the webpage becoming boring to overwhelming to the viewers, I will cut some of the non-essential information and stick to a bullet based guide on some of the questions or topics.

Underwhelming Info: If there is not-enough information on some of the questions, I can create the entire webpage as though I'm working on a client brief through each of the steps to show it as a step-by-step client brief process. As well, giving real-life examples of client brief that I've personally been a part of even though, it was more print design but, still they can be used for the same purpose just different questions that you'd be asking the client.

topic	What info does a Web designer needs from a client brief?
User goals	Important Questions to ask, Do and Do Not Questions, Real-life Examples and how it's going to benefit the designer
User characteristics	Create a clean, simple to navigate website that stays on topic
website goals	To give the viewers that correct steps and questions that's needed to give them the best client brief possible.
website message	Follow these steps and questions and you'll be able to design the websites to the client's liking.

OUTLINE

heading and content		element type
h1	Great Designs come from Client Briefs	hero image
h1	What is the purpose of a client brief?	text, image
li	bullet points on major topics on the client brief	bullet points
h2	Gathering the information	text, accordion
h1	Client Brief Questions	
h4	Who are you and What does Your Company Do?	text w/ icon (number)
h4	Remodeling or creating a website for the company?	text w/ icon (number)
h4	What is your primary goal for the website?	text w/ icon (number)
h4	What makes your company unique?	text w/ icon (number)
h4	What previous designs and marketing material do they have?	text w/ icon (number)
h4	Who's your target audience and market?	text w/ icon (number)

h4	Who's your competitors?	text w/ icon (number)
h4	What features do you want on your site?	text w/ icon (number)
h4	How will you measure your success?	text w/ icon (number)
h4	What's the budget and time schedule?	text w/ icon (number)
h1	Make sure to cover your butt!	text
h4	You want everything down on paper for two key reasons	text
li	refer back to, prevent any disagreements	bullet list
	icons of companies that make client briefs	icons, links
	downloadable pdf version for a more in depth look at how to do a client brief	download button

Template Analysis Worksheet

➤ **TEMPLATE ANALYSIS FOCUS** -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

➤ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you **need** your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Hero	Full Browser - low content home page image/video
Home - full browser - section with strips and form and map at the end	
Portfolio	low content with images of your work

Template Analysis Worksheet

➤ **CHOOSE A TEMPLATE**

➤ **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

ANALYZE YOUR TEMPLATE:

General Features	
Is it responsive?	Yes
What is the navigation scheme?	Static Navigation
Can I rearrange the layout (is it in sections) ?	It is not in sections, possibly able to rearrange
What is the home page like?	A hero image
What are the interior sections like?	Formatted for more of a list display
Is all the content on one long scroll page?	Yes
Other:	

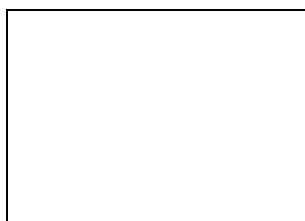
MATCH THE TEMPLATE TO YOUR CONTENT LIST:

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
Accordion	Give examples or more in depth into the topic
Portfolio	examples of client briefs from companies, and etc.
Pricing Table/Compare and Contrast	Doesn't have but I'll add the .css to create

➤ **TEMPLATE LAYOUT PATTERN** -----

3) Using the breakpoint sketch sheet -

Do a rough sketch of the **Breakpoint Layout Pattern**



			453098: Rate on a scale of 1 - 10 How do you rate your current interest in this information?	453105: This topic relates to my role as a:	453100: Rate on a scale of 1 - 10 "I would like a broad idea of where the topic fits in"	453101: Rate on a scale of 1 - 10 I would like an outline of the benefits of this product / idea / technique.	453102: Rate on a scale of 1 - 10 I would like detailed information on how to use this.	453103: Rate on a scale of 1 - 10 I would like to see examples of this.	453104: Add any other input / comments.
453096: What do you want to know about this topic?	453097: What will make this information meaningful to you?	453099: How do you plan on using this information?							
what are the most important questions to ask?	the success of what works, the process from question to final design.	to know what questions to ask	10	web designer,web developer	5	7	10	8	how do i know the target audience?
Will you brief the client on what is important to the least important?	put things in sequence.	being efficient	9	web designer	9	9	9	9	have the top 10 most important client brief, and then the rest of the list.
How much time should you expect to spend with a client to get a good Brief?	Guidelines as to specific points to bring up to the client to find out what they really want	To be confident after the meeting the brief contains enough information to meet the clients needs	10	web designer,web developer,art director,visual designer	10	10	8	10	This is a very important part of the planning phase.
How to do it? Do's and Don'ts of client briefing, maybe some typical mistakes.	More of a freelancing angle than if you have a full company behind you.	I'll store it in my knowledge bank for the day that I actually have to talk to a client.	10	web designer,visual designer	3	2	10	2	N/A
What makes a good client brief.	learning the do's and don't s of a client brief	It will help to make me better at creating my own client briefs	8	web designer,web developer	8	8	10	10	Is there a set way to making a client brief? is each client brief design for different clients?
What information is covered in the brief?	How can I use this information to better myself as a web designer?	I will use it to improve my understanding of briefs so I can better serve my clients.	8	web designer,art director,visual designer	10	10	10	10	
What specific questions are answered in the client brief?	How will the client brief affect my course of action in designing?	I will use this information to stay within the parameters of a project, as spelled out by the client: What do they want? How much time to spend on the project?	7	web designer,art director,media designer	8	10	8	6	What is the usual process for creating a client brief?
An in-depth real-life brief between a client and a web designer and the satisfaction after the project was completed.	Taking me through the entire experience of a client brief.	I plan on taking the info and using it in my future personal client briefs.	10	web designer,web developer,animation designer,visual designer	10	10	10	10	Try doing a real life client brief.
How long and detailed are client briefs? What do they look like?	Lots of useful information.	For my website design projects in the future.	6	web designer,web developer,art director,visual designer	5	7	8	8	try to break down the information so that it doesn't get too overwhelming
I know how to make a design brief.	Showing the step by step process.	When making something for a client.	7	web designer	9	10	10	10	Different ways of making a design brief.
Best questions, ideas for ways to pull the information out of difficult/indecisive clients.	Explanations, ideas, and resources.	When interviewing clients.	10	web designer,web developer,art director,media designer,animation designer,visual designer	8	10	10	8	Finding additional outside resources like websites to give constant ideas.
What makes a successful client brief?	Do's and Donts for what to include in the brief, what will help your project	To improve my work in web and print design.	10	web designer,visual designer	8	10	10	10	N.A.

User Analysis Focus -----

- User Needs and Goals: What are your website users looking for?
- User Characteristics: What are the behaviors and motivations of the User?

User Needs and Goals

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

Outcome:

A measurable change, action or behavior that you wish a visitor to take or experience.

<p>Knowing your audience will help you identify the key features to include on your site. From your Topic Survey determine:</p>	<p>You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.</p>
User Outcomes	Website Features
<p>List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.)</p>	<p>Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.</p>
<p>What questions should be asked when doing a client brief?</p>	<p>Give them questions that will benefit them as designers</p>
<p>The Do's and Don'ts when creating a client brief.</p>	<p>Give a bullet list of some QUESTIONS, WHICH follow the do and do not idea.</p>
<p>Want some real-life examples of how client briefs benefits the Web Designer.</p>	<p>Show them examples of web client briefs done by professionals and students</p>
<p>A step-by-step process of a client brief, as though you're doing it as a freelancer.</p>	<p>Give examples of the steps that needs to be taken when coming up with what your client is looking for as the end product.</p>
<p>Learning more about how this step will improve their web designing skills.</p>	<p>Show how design around what you come up with during this process will make it easier on you, when designing.</p>

User Characteristics

- What are the motivations and behaviors of your Users?
- Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them & present to them.

Look at the User Profile Report. **Are there any common / repeating ideas?**

From the User Profiles determine:	
User Motivation	Website Approach
<i>List user motivations</i>	<i>Match how this would influence your content design.</i>
Able to create a good web design	Show how a good Client brief can create a good page layout.
Good Visuals on the webpage	Good visuals of how a client brief can apply to a good webpage.

Freelancing their Website Designs	Explain how a Client brief can help tremendously when designing a website while Freelancing.
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From the User Profiles Determine:

• User Behaviors	• Website Approach
• <i>List user behaviors</i>	• <i>Match how this would influence your content design.</i>
• Dislike slow and cluttered webpage	• Design a clean & simple webpage
• Dislike complex page navigation	• Create a simple, cool navigation
• Unclear about the website's topic	• Stick to the main focus of the topic

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- Apply Findings to Content Plan -----

From The Worksheet Tables – place the information into your Content Plan

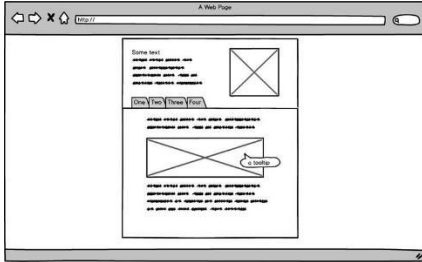
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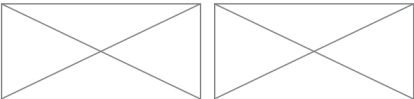
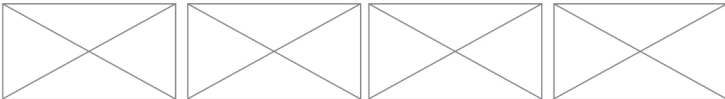
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Template Analysis Worksheet

4) Wireframe the Desktop Layout.

Label each element with its Section Name & Content Description
(You can use Balsamiq for this)



1	FIXED NAVIGATION	FIXED NAVIGATION	FIXED NAVIGATION
2	HEADER W/ HERO IMAGE	HEADER W/ HERO IMAGE	HEADER W/ HERO IMAGE
3	ABOUT W/ ACCORDION & IMG	ABOUT W/ ACCORDION & IMG	ABOUT W/ ACCORDION & IMG
4	LIST OF QUESTIONS	LIST OF QUESTIONS	LIST OF QUESTIONS
5	QUOTE	QUOTE	QUOTE
6	PORTFOLIO W/ IMGs 	PORTFOLIO W/ IMGs 	PORTFOLIO W/ IMGs 
7	COMPARE/CONTRAST	COMPARE/CONTRAST	COMPARE/CONTRAST
8	ICONS	ICONS	ICONS
9	TEXT	TEXT	TEXT
10	CONTACT US	CONTACT US	CONTACT US
11	FOOTER	FOOTER	FOOTER

PROJECT NOTES

ABOUT: ACCORDION WILL CONTAIN INFORMATION ON THE CLIENT BRIEF

PORTFOLIO'S: THE IMAGES WILL BE REAL-LIFE CLIENT BRIEFS, PERSON CLIENT BRIEFS, EXAMPLES OF SOME DETAILED AND NOT SO DETAILED CLIENT BRIEFS

COMPARE/CONTRAST: WILL HAVE A PRICING TABLE TURNED INTO A DO AND DON'T SECTION ON CLIENT BRIEFS

CONTACT US: WILL HAVE A SECTION YOU CAN DOWNLOAD OR VISIT OTHER WEBSITES FOR MORE RESOURCES ON CLIENT BRIEFS

Client Briefs = Good Design

Purpose of a client brief?

A client brief is...

Important Questions to ask during a client brief

Do you have a website?

Your company stands out?

Who's your competitors?

What websites do you like?

how are defining success for your site?

When do I start? Do you have a launch date?

Business actually do?

What you from the site?

What websites don't you like?

what features do you want on your site?

Do you have a style sheet or print ads?

What's your budget for the project?

Covering your BUTT!

what steps should be taken

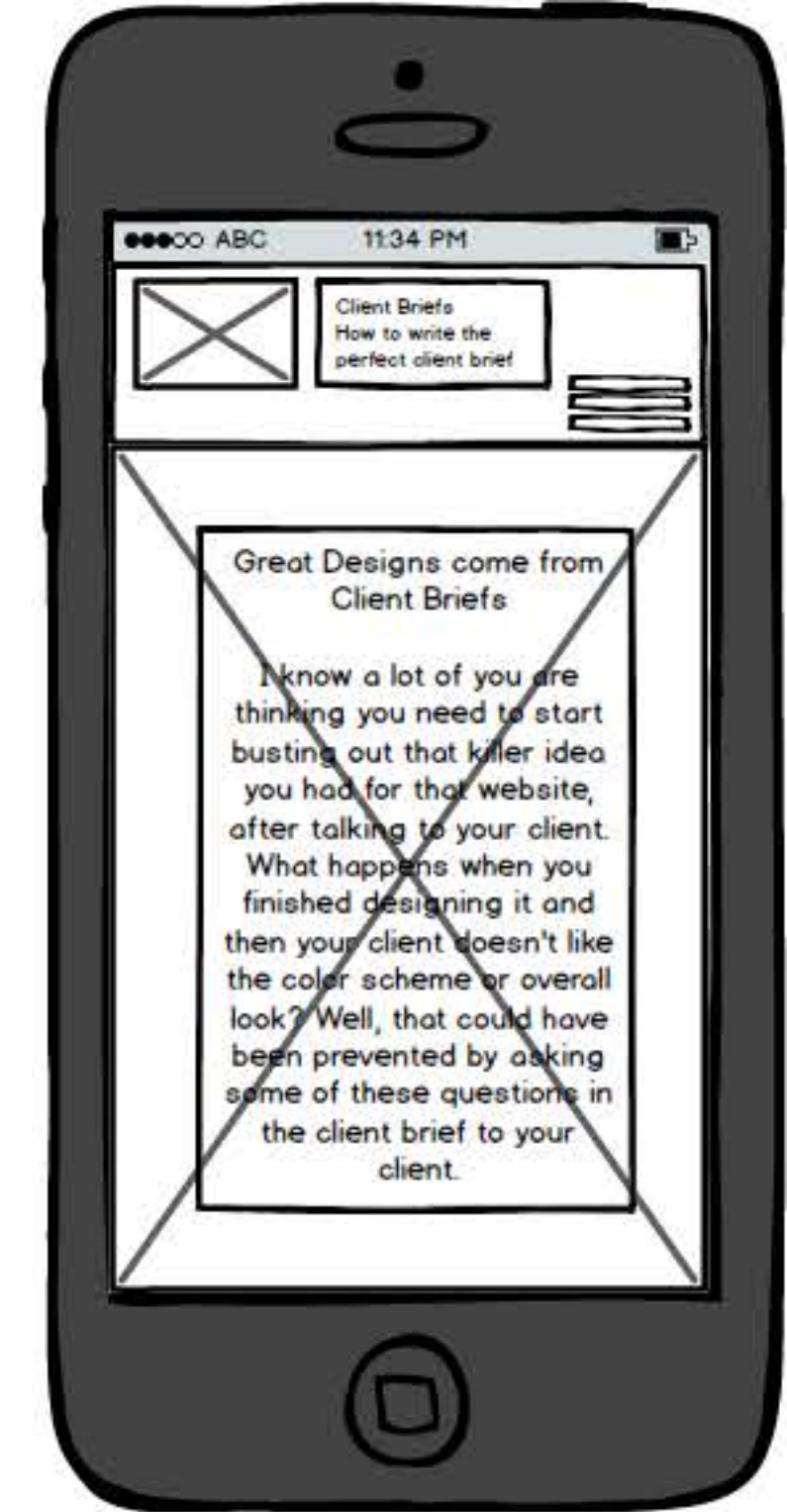
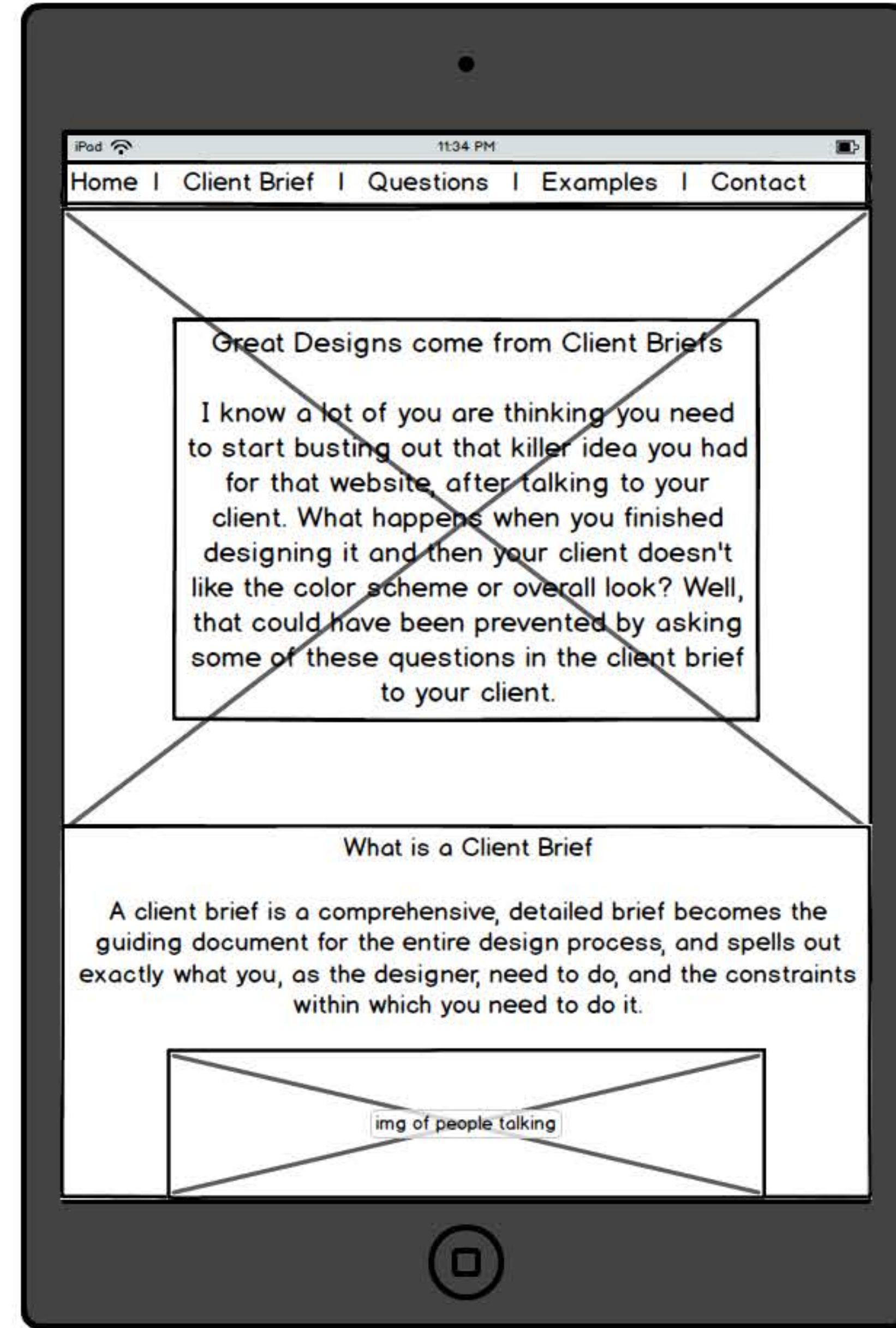
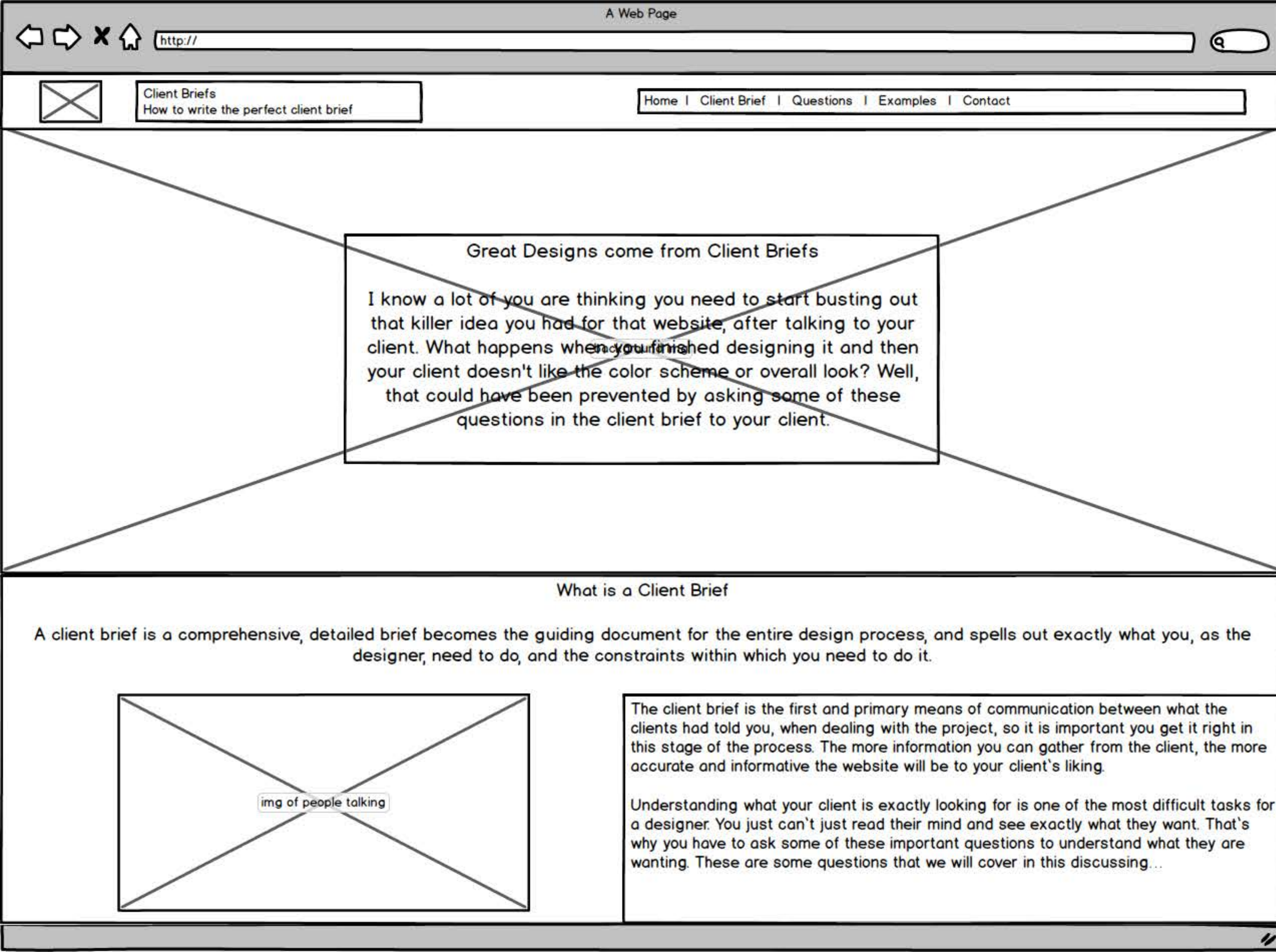
refer back to the client

prevent an argument

Client Brief Examples

company

freelance



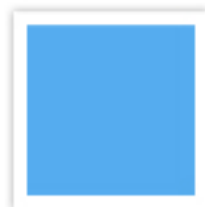
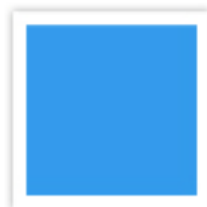


Client Briefs

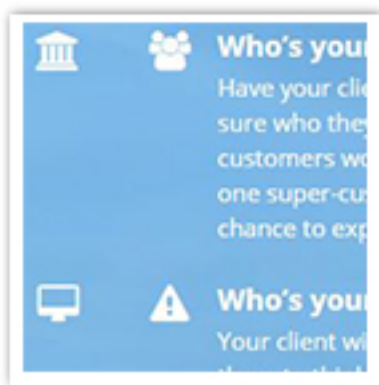
How to write the perfect client brief

Style Tile
version:1

Possible Colors



Textures



An Example of a Header

Font: Open Sans #333 or #fff

This is an Example of a Sub Head

Font: Open Sans #333 or #fff

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Open Sans #333333

[This is an example of a Text link »](#)

This is an example of a Button

Submit Button Example Here

Hover over example of a Button

Hover Over Submit Button

ADJECTIVES

Improving **Visibly** *Quizzitive*

Productive **Advising** *Well-informed*

