

The website project brief

A practical question set for defining goals, users, content, workflows and acceptance before a website project.

Business direction

What business problem should this project address? Who is the primary audience? What should they understand or do? What outcome would make the investment useful? Identify the decision owner and the people who will review content and implementation.

Audience and content

List the main customer questions. Identify the pages and evidence needed to answer them. Inventory approved logos, photography, project references, service descriptions and contact details. Mark unverified claims for review before publication.

Digital workflows

Describe every form, enquiry destination and integration. Who receives a submission? Where is it stored? Which fields are required? Which team owns the response? State whether documents or personal information are collected and who may access them.

Design and motion

Describe the intended brand character using concrete references and reasons. Identify where animation should explain an interaction or guide attention. Include reduced-motion behavior and keyboard usability in the requirements.

Technical environment

Record hosting, domain, SSL, PHP and database requirements. Identify existing URLs that need redirects. Name required integrations and their owners. Confirm who manages deployment, credentials and ongoing maintenance.

Acceptance and handover

Define checks for routes, content editing, forms, permissions, responsive layouts, accessibility and recovery. Agree what constitutes a successful release and document the tasks the internal team must be able to perform.

Your next step

Connect the brief with a practical conversation. Explore amsotics.com/start-a-project/.