

# Web Design Brief

Fill in every section. Write not applicable or to be confirmed rather than skipping.  
Attach logo files, brand guidelines, and reference URLs as separate items.

Client name: \_\_\_\_\_

Date: \_\_\_\_\_

## Section 1 — Business Overview

Business name, location, what you do, who you serve, and what makes you different from competitors.

*Example: Zawadi Catering, Westlands Nairobi. Corporate catering for companies 20–200 employees.  
Differentiator: full dietary options (halal, vegan, gluten-free) that competitors don't offer.*

Your answer:

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## Section 2 — Project Purpose (One Primary Goal)

What is the single most important thing this website must do? Lead generation / direct sales / credibility / information delivery / recruitment.

*Example: Lead generation — produce WhatsApp enquiries from corporate HR managers within 48 hours of a prospect landing on the site.*

Your answer:

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## Section 3 — Target Audience

Describe your primary customer specifically: age range, gender (if relevant), job title or life situation, Kenyan location, device they use, language preference, and what they need to see to take action.

*Example: Female HR managers, 30–45, Westlands/Upperhill corporates, Android phone, English, need to see client logos and dietary certifications to justify the spend to their CFO.*

Your answer:

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## Section 4 — Pages Required

List every page on its own line with a one-sentence description of what that page must make the visitor do or understand.

*Example: Services — Corporate Lunches: visitor should understand our three package tiers and click to request a quote. List all pages this way.*

Your answer:

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## Section 5 — Functionality & Integrations

List every functional requirement: M-Pesa / contact forms / booking calendar / WhatsApp button / member login / Swahili language / SMS notifications / third-party integrations.

*Example: WhatsApp click-to-chat pinned on all pages; contact form emailed to [address]; no e-commerce at this stage; M-Pesa checkout in Phase 2.*

Your answer:

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## Section 6 — Design Direction

How do you want visitors to feel when they land on your homepage? Name two to three reference websites you like and state specifically what you like about each. State what you dislike or want to avoid.

*Example: Professional and warm, food-forward. Like: Urban Gourmet's structure and photography warmth. Avoid: dark backgrounds, minimal layouts that bury the food.*

Your answer:

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## Section 7 — Budget (KES Range)

State a realistic KES range. Not a ceiling — a range you are genuinely prepared to spend if the right proposal comes back. Include whether the budget covers domain, hosting, photography, and copywriting, or only design and development.

*Example: KES 85,000–130,000 for design and development. Hosting and domain we will manage ourselves. Photography: we have a photographer, designer provides shot list.*

Your answer:

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## Section 8 — Timeline & Dependencies

When do you need the site live, and why? List any dependencies on your side: photography availability, content writing, internal approval rounds, or third-party account registrations (Safaricom paybill, etc.).

*Example: Live by 30 June — event on 5 July. Photography available from 10 May. Internal sign-off requires 5 business days per review. Safaricom paybill registration pending.*

Your answer:

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Send your completed brief to:

[uxpotential.co.ke](https://uxpotential.co.ke)

*The more detail you provide, the more accurate your proposals will be.*