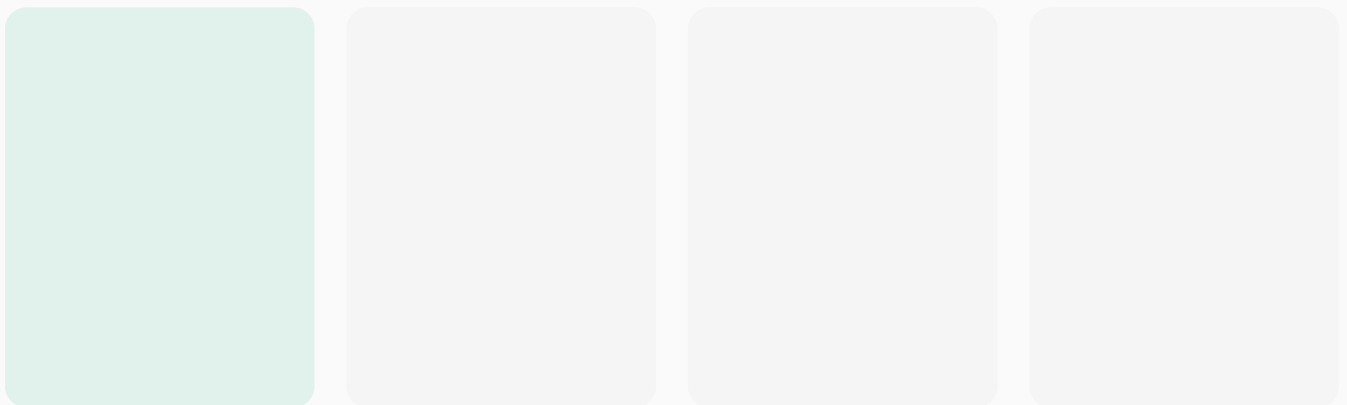


The website brief

A template for the brief we ask for before any redesign.



01

Overview

Use the sections in order the first time, then return to the ones your team needs. The checklist at the end is the version we use on live projects. A short summary opens every section, and the detail follows for anyone who wants it. The appendix lists every source, with the date it was last checked.

Each page is written to be read on its own, without the pages around it. The checklist at the end is the version we use on live projects. A short summary opens every section, and the detail follows for anyone who wants it. Nothing here depends on a particular tool, so it travels between teams.

The appendix lists every source, with the date it was last checked. Every figure in this document comes from the last four quarters of reporting. A short summary opens every section, and the detail follows for anyone who wants it. Each page is written to be read on its own, without the pages around it.

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The examples are drawn from real briefs, with client details removed. The checklist at the end is the version we use on live projects. A short summary opens every section, and the detail follows for anyone who wants it.

02

What changed

Where a number moved, the note beside it says what moved it. The examples are drawn from real briefs, with client details removed. Each page is written to be read on its own, without the pages around it. Every figure in this document comes from the last four quarters of reporting.

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