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**BRIEF FOR THE DEVELOPMENT OF A WEB PROJECT**

**GENERAL INFORMATION**

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| 1 | Company name |
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| 2 | Website(s) address |
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| 3 | Contact information (full name, position, e-mail, WhatsApp, Telegram) |
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**DESCRIPTION**

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| 4 | Area of activity and direction of your business |
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| 5 | Geography of the company |
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| 6 | What product, brand or service do you offer? What is your difference from competitors? |
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| 7 | Describe the target audience of your site. If you have statistics on user types, attach them to the brief |
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| 8 | List your competitors and their websites. Rate their sites, note their positive and negative sides |
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| 9 | Terms of implementation and planned budget of the project |
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**GOALS AND OBJECTIVES**

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| 10 | What is your challenge for us? |
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| 11 | What are the marketing and image goals and objectives of the project? |
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| 12 | What are the qualitative and quantitative indicators of successful project implementation (KPI) (If there are any) |
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| 13 | Describe the problems of the existing site that need to be addressed |
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**STRUCTURE AND FUNCTIONALITY**

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| 14 | List and describe the main sections (pages) of the site |
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| 15 | List and describe the main functionality of the desired site |
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| 16 | How often do you want to update information on the site? |
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| 17 | Is it supposed to publish foreign versions of the site? If so, which ones? |
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| 18 | Who prepares text and graphic materials for the site? |
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| 19 | What are the existing restrictions and requirements in the development of the site (administration system, security requirements, load, etc.)?? |
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**DESIGN AND STYLISTICS**

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| 20 | Does your company have a corporate identity, logo, promotional materials? Do they need to be developed? |
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| 21 | List a few sites that you like, regardless of subject matter. Why do they attract you? |
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|  | |
| 22 | List a few sites you don't like, regardless of subject matter. What are they pushing you? |
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| 23 | Describe your future site in a few words. How do you see it? |
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The following questions are required for eCommerce projects only

**ECOMMERCE**

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| 24 | What volume of commodity items is expected to be placed in the online store? |
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| 25 | Can you provide an unloading of goods in .xml or .csv format before the development of the terms of reference? |
|  | |
|  | |
| 26 | Is it supposed to export orders from the online store to the accounting system? |
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| 27 | Is it necessary to connect electronic payment systems? If so, which ones? |
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| 28 | Will there be kits and sets of goods in the online store? |
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| 29 | Is it necessary to provide a block with similar and / or related products in the product card of an online store? |
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| 30 | Will there be product offers (SKU) in the online store - one product, but it has several variations of sizes / colors / materials (for example: iPhone 7, which has 5 color variations and 3 types of SSD)? Do they differ in price? |
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|  | |
| 31 | Whether the online store needs to filter products by characteristics (brand, price, color, etc.)? Is the set of these characteristics identical or different for different product categories? |
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| 32 | Describe possible promotions and how they work in the online store (for example: discount on certain products/brands/collections; discount upon reaching a certain amount of the order; discount upon coupon activation, etc.) |
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