|  |  |
| --- | --- |
| Icon  Description automatically generated  Bright Box Insight  Website Design Requirements Document | This is the most important aspect of your website build. The business information, social media information and design vision. Be as detailed as possible. We are here to make your vision a reality. |

**THANK YOU!**

We want to take this time out to thank you for your consideration to assist you with your business goals. We do not take this responsibility lightly.

We need your

Requirements

To complete your project in a timely and efficient manner we need your requirements and business information. Send this file to [customersupport@brightboxinsight.com](mailto:customersupport@brightboxinsight.com) and name the file; business name\_requirements.

## General Business Information

These are the business essentials. The bones of your business that your customers need to know about.

1. Business name:
2. Short description of your business (what you do):
3. Which category matches your business (ex. Consulting, Health & Wellness, Beauty, Fashion, Law Office, Auto body, etc.?:
4. Logo(send in separate attachment):
5. Slogan:
6. Business Email
7. Business Phone
8. Business City/State
9. Business operating hours (open close days & time)

## General Social Media Information

These are the social media business essentials. The basic social media details so your customers can find your business channels.

1. Facebook business name/URL
2. Instagram business name/URL
3. Twitter Business name/URL
4. YouTube name/URL
5. Any other applicable social media name's/URL's
6. Provide your social media tracking pixels (facebook, twitter, etc).

## Products & Services Information

Selling goods or a service? This information is vital to inform your potential customers/clients on what they are purchasing. We cannot create your product or service information. We need at a minimum.

1. Product names, description, images, prices, colors, sizes, collection names, any URL's and stock amount.
2. Service names, images, prices, description, terms of service, any URL's, and any times associated with services.
3. Booking names, images, prices, description, calendar information to link to website, Terms and any URL's.
4. Provide "thank you" message for customers/clients that purchase your service.

## Frequently asked questions

Knowing your most frequently asked questions allows our development team to optimize your content on your home page. We also build out a FAQ page that captures this information for your customers/clients to view. Think of;

1. Returns and shipping info
2. Policies
3. Exchanges
4. Out of stock info
5. Cancellations
6. Custom orders and prices
7. Others

## Design information

We need your website content; such as pictures, color scheme, call to action wording, etc. Do you already have a design or website example that you want to build from? Maybe you have a website, photo, magazine, etc. that you would like your website to look or function like. Let us know.

1. Provide example website link
2. Provide pictures you want to display (we have stock footage we will use if you do not have any footage)
3. Provide color scheme (we can provide if needed)
4. Provide any applicable wording you want your customers to know.
5. Let us know any special features you want on your website.

Launch date?

The most important aspect of the design process is the end date. For you, that would be the website completion date! We tend to have projects wrapped up a week prior to launch date to ensure you run all the necessary walk through to ensure the website is ready. So we ask for a project completion date and a website launch date.

1. Project end date
2. Launch date

## Policy, Terms and Conditions

You need your customers or clients to be aware of your businesses policies, procedures, terms and conditions.  Give us this information so we can build this information into your website design.​

1. Policies
2. Exchanges
3. Cancellations
4. Terms
5. Conditions
6. Refunds

## Other

PLEASE SEND US ALL OF THIS INFORMATION IN ONE BIG EMAIL

You must purchase your own WIX website premium plan and domain. We can assist as needed. At this time we only design on Wix. If you already purchased a Wix plan please invite us as a contributor to your website, which can be found here using this link; https://support.wix.com/en/article/roles-permissions-accessing-roles-permissions.

​

​

**PLEASE BE SPECIFIC AND VERY DETAIL WHEN YOU ARE SENDING US YOUR EMAIL WITH ALL THE REQUIRED INFORMATION.**

**While you wait for your first draft, please open a “Google My Business” account. This will allow you to list your business and for results to show on map results.**