

Scoping your *website project*

Your guide to creating a strong digital brief



Helping you *shape* your website brief

Whether you're looking to refresh your current website or launch a new digital platform, a clear and considered brief is essential. This guide is designed to help you structure your thinking, gather the right information, and communicate your needs clearly to potential suppliers.

By following the prompts in this document, you'll be able to produce a brief that not only reflects your organisation and goals, but also sets your digital partner up for success.

Need help?

Don't worry if you can't answer every section in full. Use this guide to frame your thinking, and be as honest and open as possible. A good digital partner will work with you to refine the brief, challenge assumptions, and co-create a solution that delivers lasting impact.



1. Project information

Start by sharing the basics.

- Organisation name
- Project title
- Your name and role
- Contact details

This helps suppliers understand who to contact and how to reference your project throughout.

2. About your organisation

Who you are

Give a concise overview of your organisation. Helpful things to include:

- When and why you were founded
- Your mission and core values
- Size of your team and services you provide
- Recent growth, changes or new directions

Who you serve

Describe your key audiences. Consider:

- Who you aim to reach through the website
- Current user demographics and behaviour (e.g. traffic levels, device use, geography)
- Any user research or feedback you've gathered
- Any new or underserved audiences you'd like to reach

The clearer your audience definition, the better your agency can tailor design and content strategy to meet their needs.



3. Why you need support

This section is where you tell the story behind your project and what kind of partner you're looking for.

Project background

Share the story behind the project:

- Has your current website outgrown its purpose?
- Are you responding to a new strategic direction, campaign or service offering?
- Have you received feedback from users or internal teams that has highlighted problems?
- Is the project driven by internal pressures (e.g. capacity, technical limitations) or external opportunities (e.g. funding, audience demand)?

What kind of support are you looking for?

Rather than listing services, describe what kind of support you think you'll need. For example:

- Do you need a full redesign and rebuild, or improvements to an existing platform?
- Are you confident in your current brand and messaging, or is this also under review?
- Will you need help writing or structuring your website content?
- Are you looking for someone to handle SEO, accessibility or technical integrations?

If you're unsure about what's required, just outline the challenges. A good agency will help shape the solution with you.



4. Your current website

Use this section to reflect on what's working, and what's not.

Overview

- How old is the current site?
- What platform or CMS is it built on?
- Who built it?

What's working?

- Any features, tools, or content that are performing well?

What's not working?

- Challenges you're experiencing (technical, UX, content, design)

What (if anything) should be kept?

- Pages, tools or content to retain

Clarity here will help your supplier identify what to improve versus what to preserve or reimagine.

5. Project objectives

Clearly defining your objectives is essential for a successful project and a meaningful response from your agency.

Be sure to include any external requirements that must be met, such as WCAG 2.2 AA accessibility compliance, particularly if your project is funded by organisations like the National Lottery.

Key goals

- What are the primary aims of the project? This might include:
 - Better user experience or clearer navigation
 - Increased engagement, conversions or donations
 - A refreshed brand presence
 - Stronger performance, speed or accessibility

KPIs and metrics

- What KPIs or metrics matter most to your team?
 - Increased website traffic?
 - Higher donation rates?
 - More sign-ups or reduced admin?



6. Website features

This section helps you articulate what you want your new website to do, both in terms of user experience and functionality. It's okay if not every detail is decided yet. A clear idea of your goals will help guide technical and creative decisions.

What are your website goals?

Think about what success looks like. Some examples:

- Make it easier for users to find and understand your services
- Increase engagement with specific calls to action (e.g. donations, newsletter sign-ups, event bookings)
- Improve accessibility and performance
- Reduce the time your team spends managing content or answering common queries

What functionality will your users need?

Consider what features your audiences expect or what will help your team do their job more effectively:

- Will you need to publish news or blog articles regularly?
- Do you run events, sell products, or take donations online?
- Are there forms, applications, or member areas that need to be built?
- Do you want users to search or filter content (e.g. services, resources, locations)?

Describe any tools or processes you currently use that need to be included or improved. If you've seen features on other websites that you'd like to replicate, mention them here.



7. Technical requirements

Even if you're not technical, sharing what you do know will help guide important conversations.

Integrations

List any systems your site needs to connect with, such as: CRMs, payment gateways, email marketing tools, event platforms etc.

Hosting

Do you need hosting to be included?

CMS preference

Do you have a preferred CMS or technical specification?

Multilingual

Will the new site need to support multiple languages?

Content migration

Do you need help moving content from your current site?

8. Budget

Transparency about budget doesn't limit your options, it helps suppliers tailor their response to your priorities.

- What is your budget range for the project?
- Will you be allocating ongoing budget for hosting, maintenance or continuous improvement?
- Are you seeking funding, or is it already secured?

If your budget is flexible, indicate the expected range or the level of investment you're willing to consider for the right solution.

9. Design and brand

The section helps define the creative boundaries (and freedoms) for your project.

Brand guidelines

Do you have a brand guide? How strictly should it be followed?

What you like

Which elements of your current site or brand do you want to keep?

What you don't like

Any visual elements or styles you'd like to avoid?

Inspiration

Are there any websites or organisations (in any sector) that you admire?

The more you can share about your design preferences - what works, what doesn't, and where you're heading - the easier it is for your agency to create something that feels right for your organisation and your users.



10. Procurement and response process

Clarity around your procurement process helps agencies submit better responses and respect your timelines.

Include:

- How would you like suppliers to respond (e.g. written proposal, interview, pitch)?
- What should the response include (e.g. approach, relevant experience, costs, references)?
- Are there any eligibility requirements (e.g. financials, insurance, local presence)?
- Where are you in your decision-making process - exploring, shortlisting, or ready to appoint?

A clear process creates a smoother experience for everyone involved.

11. Timelines

Setting expectations around timing keeps your project moving forward and avoids surprises.

Procurement stage:

- Brief issued
- Deadline for responses
- Interviews or pitch dates
- Contract decision

Project stage:

- Kick-off target
- Key milestones
- Desired launch date

Other key dates to consider

Include any other important dates that may influence the project timeline, such as annual awareness days, campaigns, anniversaries, or other projects that may overlap (such as a rebrand, CRM implementation etc).



12. Evaluation and scoring

If you plan to score or compare proposals, consider sharing your evaluation method. This helps agencies focus their response on what matters most to you.

Here's an example scoring matrix:

Criteria	% Weighting
Quality of proposal	25%
Experience	20%
Technical proposal	20%
Project management	15%
Cost	20%
Total	100%



Need a hand getting started?

We know that putting together a project brief can feel daunting, especially if you're juggling competing priorities or aren't sure where to begin. Whether you're working through the early stages of a digital project or just want to sense-check your direction, we're here to help.



If you have any questions, thoughts, or just want to chat things through, feel free to reach out to:

Gwilym Evans

Business Development Manager
gwilym.evans@giantdigital.co.uk

