PROJECT BRIEF

Fill in what you can — the rest we sort out over a call. Send it to dragoonn40@gmail.com and you get a quote and a timeline back.

A star * and a darker outline mark the required fields — that is the minimum I need to prepare a quote. Everything else is optional: the more you fill in, the more accurate the quote, but nothing blocks you from sending it.

1. Who is ordering

Company / full name: *

VAT ID (if a company):

Decision maker and role:

E-mail: *

Phone:

What the business does — in two or three sentences: *

Current website (if any):

What works on the current site and what annoys you about it? Are we migrating any content from it?

2. What you need

Type of site (tick one) *

- ☐ **Business website** — offer, team, hours, directions and contact on one page or across a few subpages. Delivery: up to 3 weeks.
- ☐ Something else:

What should this site actually achieve? (calls, form enquiries, bookings, sales, sign-ups) *

Three months in, how will you know it was worth it?

3. Who it is for and where visitors come from

Target audience — who exactly should land here:

Where traffic will come from (tick all that apply):

- ☐ Google search / maps
- ☐ Social media
- ☐ Business cards, flyers, referrals — they already know the name
- ☐ Other:

4. Competition and what sets you apart

Two or three competitors and the addresses of their sites:

Why should a customer pick you over them? This sentence usually ends up at the top of the page.

5. What goes on the site

Sections and subpages you want (e.g. about, services, pricing, gallery, testimonials, contact):

Copy (the text on the site):

- ☐ I will provide my own copy
- ☐ I have some of it, the rest needs writing
- ☐ I have nothing — please quote writing the copy

Who will change the content after launch? This decides whether the site needs an editing panel — and a panel affects the price.

- ☐ I want to edit content myself, without a developer
- ☐ I would rather commission changes from you when needed
- ☐ The content is fixed and barely ever changes

Visual assets:

- ☐ I have a vector logo (SVG / AI / PDF)
- ☐ I only have the logo as an image (PNG / JPG)
- ☐ I have no logo
- ☐ I have my own photos
- ☐ Stock photos are needed (licence cost is on the Client)

6. Look and feel

What impression should the site make (tick what fits):

- ☐ Businesslike, to the point, trust-building
- ☐ Warm and friendly, close to the customer
- ☐ Elegant, premium, restrained
- ☐ Bold, striking, memorable

Brand colours / brand book:

7. Features

- ☐ Contact form
- ☐ Map with directions
- ☐ Photo gallery
- ☐ Blog / news
- ☐ Language versions:
- ☐ Bookings / appointment scheduling

Integrations with external systems (CRM, invoicing, newsletter, API):

8. Domain, hosting and legal

- [ ] I have a domain:
- [ ] A domain needs buying (cost is on the Client)
- [ ] I have hosting:
- [ ] I need a hosting recommendation

Legal pages to be prepared:

- [ ] Privacy policy
- [ ] Cookie notice
- [ ] Terms of service (for sales or user accounts)

Accessibility. The site is built with good accessibility practice — readable contrast, keyboard operation, alternative text for images. I do not, however, run WCAG 2.1 AA conformance audits or certify compliance with the accessibility act. If your business is covered by it, that needs to be commissioned separately from a specialist.

9. Visibility in Google

What search terms should customers find you by? (e.g. 'barber Krakow Podgorze', 'invoicing app for freelancers')

- [ ] I care about customers from a specific town or area
- [ ] I have a Google Business Profile and want it connected
- [ ] I plan to write a blog or articles

10. Timeline and budget

The timelines below are the **upper bound**, counted from the later of two events: the order being confirmed as paid, or all materials being delivered.

- [ ] Up to 3 weeks
- [ ] I have a fixed date:

I quote every project separately — the amount depends on the number of subpages, extra sections and materials to prepare. You get the quote once you send this brief back: free, with no obligation, and with a deadline attached. Amounts are quoted **per project, net of VAT**; the settlement platform adds the tax. A larger project can be split into stages paid one after another instead of paying the whole amount up front.

Budget — the range we are working within:

11. References and anti-references

Three sites you like — the address and one sentence on what exactly works in them:

What you absolutely do not want on your site:

Anything else I should know:

Place and date:

Completed by (signature)

Dragoon (brief received)

The completed brief defines the scope of work. Changes requested after it has been accepted are quoted separately. The order, the payment and the VAT invoice are handled through the Useme platform — the funds paid there are held in escrow until the work is accepted. Larger projects can be split into stages paid one after another instead of paying the whole amount up front.