

Starting a new website with Karakas

Key questions to help you build an accurate brief and an awesome website!

Audience

- Who's your main audience?
- Why do people come? What kind of content would invite them to re-visit.
- Why should they come to your site?
- What are your KPIs?
- Who are your main competitors (if any)?
- Do you have any feedback from your current audience (positive or/and negative)?

Design

- Why do you want to change your current site?
- What do you want to change from your current site?
- Do you have any websites that inspire you?
- Are you leaning more towards a “clean” and “modern” site – UX orientated or more visually impactful?

Branding

- What key adjectives would describe your company or organisation?
- Do you have any guidelines? If yes, do we need stick to them or do we have some freedom?
- Do you have an existing font and colour palette? If yes, do we need stick to them or do we have some freedom?