

E-commerce Website Project Brief

This document serves as the foundational brief for the upcoming e-commerce website development project. Please fill out the details below to finalize the scope, requirements, and deliverables for print and sign-off.

1. General Project Information

Project Name:

e.g., Brand Launch 2024

Client / Organization:

Company Name

Target Launch Date:

YYYY-MM-DD

Estimated Budget Range:

e.g., \$15,000 - \$20,000

2. Business Overview & Objectives

What are the primary business goals for this online store?

e.g., Increase direct-to-consumer sales, expand globally

Describe the target audience / customer persona:

e.g., Tech-savvy young adults aged 18-35

3. Product & Catalog Details

What types of products will be sold?

e.g., Physical apparel, digital downloads, subscriptions

Estimated number of unique products (SKUs):

e.g., 50 - 100 items

4. Core Functional Requirements

Please specify any specific tools, payment processors, or integrations needed:

- Preferred Payment Gateways:

e.g., Stripe, PayPal, Apple Pay

- Preferred Shipping Providers / Methods:

e.g., UPS, FedEx, Flat Rate

- Third-Party Integrations (ERP, CRM, Email Marketing):

e.g., Mailchimp, Salesforce, QuickBooks

5. Design & Brand Guidelines

Existing Brand Assets (Logo, Color Palette, Fonts):

Link to assets or description

Competitor websites for design reference:

URLs separated by commas

6. Approvals & Sign-off

By signing below, the parties agree to the scope and requirements outlined in this project brief.

Client Representative Signature:

Print Name & Date

Lead Developer / Agency Signature:

Print Name & Date