



Sample Project Brief

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Wine Works

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Introduction

This document has been prepared for you as a courtesy and as a guideline only. Our hope is that you will find this helpful in outlining your new project and that it helps you achieve success in your project.

The document is broken down in to four sections. The first three sections provide a sample structure for your website brief. You can select the parts that are relevant to your winery and include these in your website brief. The final section provides a sample of an actual brief. Clients find this useful to reference and reuse as necessary.

If you have any questions about our services or our process for working with clients please contact ranj@wineworks.co, we would love to hear from you.

Winery Background

The first section of your website brief will outline the structure of your winery and provide information about your team. Who is leading the project from within your organization. Provide an overview of the project and background information about your winery. See the structure below as an example.

Contact Details

- Project Name
- Client (Winery Name)
- Main Contact (first/last name, position, email, phone)
- Other Contacts involved in the bid process (first/last name, position, email, phone)
- Date (date the RFP is issued)

Introduction paragraph

- State the website to be redesigned
- Provide an overview of the project
- Add any legal (non-disclosure)
- Instructions on the process (who to submit response to, by when/deadline)
- Timeline and process for reviewing (is a presentation necessary, by when)

Client (Winery) Background

- History
- Values
- Key players (Winemaker, General Manager, Family Members)
- Ethos
- What is the Winery 'known for' (reputation, legacy, accolades)
- Portfolio (Wines, case production)
- Distribution (how many states)
- Wine Club size
- Allocation program

Project Considerations

The next section provides details about the project. Provide as much detail as possible here so that an accurate quote and timeframe can be determined for your project. Below is an example of the information you may want to include in this section. The key objectives of the project are important and tell your partners what the focus of the website should be, this will influence key design considerations.

Project Details

OVERVIEW

- What is the project (full custom redesign of which website(s))
- Why are you initiating this project (improve DTC wholesale distribution)
- What factors are pushing you to do this now (business drivers, economic drivers)
- What is the goal/objective of the new website
- Who is your target audience (demographic)
- What platform(s) are you considering
- What technologies does the new site need to integrate with (reservation systems, email management)
- Content: will you be crafting new content or reusing existing
- Photography: new or existing, or both
- What are the current pain points
- What is working well on the existing site
- SEO requirements
- ADA Compliance rating
- Do you need content creation and editing services
- What is your target go live date

SUMMARIZE THE KEY OBJECTIVES OF THE PROJECT

- Enhance branding position
- Easy to navigate
- Encourage Visits
- Sell more wine online
- Increase allocation sign ups
- Build mailing list

Inspiration Sites

- List 5 -6 sites you love and state why (any industry)

Competitor Sites

- List the sites that are your strongest competitors (what are they doing well)

Vendor Details

The final section of the website brief usually pertains to the vendor. Here you'll ask the vendor to provide their background, expertise, resume and references. Ask the vendor to explain why they are a good fit for this project and your team. Below are some details you may want to include in this section.

What is your Process

- Who will be our main point of contact
- How many people are involved in the process (Job titles, experience)
- Where are you based (location)
- Do you do your own design / development in-house
- What (if any) work do you/will you sub contract out
- Outline your process and company background
- What are the current services you offer
- What would you describe as the main focus of your company
- What deliverables are expected at each stage of the process
- How many iterations/rounds of revisions are built in to the cost
- When is client (Winery) sign-off needed
- What is the expected timeline of a project of this size
- What is your testing/QA process
- What training is included
- What are the Winery's responsibilities (upload products, shipping..)

Costs

- How much will the project cost (break down design, development)
- Is the billing hourly, or is it project based?
- What is included in the price
- What is excluded, or additional
- What is the payment schedule (% deposit, interim, final)

References

- List your top 5 most recent projects
- Provide three appropriate client references: contact names, company names, phone numbers and email addresses and briefly describe the services you provided for these clients.

Sample

The following is sample content for the Project Details section of your website brief. It is probably not surprising that many of you have similar requirements for your website projects. Clients find this useful to reference and reuse as necessary.

Summary

The successful web design and development partner will be able to create an engaging, interactive website. The website will have a dynamic design based on <Winery Name> existing brand assets (beautiful photography & engaging videography) that utilizes current web best practices. This should include SEO optimization with strong mobile responsiveness. Agency will utilize existing templates through <add ecommerce platform> and supplement where needed with a user friendly content management system, and integrate <reservation system> into the site for reservation booking and event tickets. Ideally the website is hosted on a <add commerce platform> platform. Agency will ensure seamless navigation between platforms and provide post maintenance solutions when internal team is unable to do so.

Creative Requirements

- Strong visual impact upon entry and throughout site
- Stay true to core brand essence
- Improve User Interface through better design and navigation
 - Less clicking, less scrolling to find core information
 - Consistent navigation options on all pages
 - More visuals – photography and videos
- Mobile Optimized
 - Fast loading pages
 - Consistent navigation on all pages

Functional Requirements

INFORMATION ARCHITECTURE

- Agency should provide current best practices knowledge and advice including, but not limited to, streamlined presentation of multiple levels of information to allow efficient user path through site and seamless navigation

CONTENT MANGEMENT

- Client must be able to easily update content on site, including text, images, promotions, features, etc. via a Content Management System.
- Home Page & Wine Shop design must easily accommodate seasonal promotions and/or featured skus & not restricted platform content.
- Site must accommodate seasonal graphic updates and be designed to easily achieve impactful visual change with minimal agency assistance.
- Client must be able to independently add new subsections & body content within main nav structure
- Client must be able to efficiently add/remove vintage releases within Wine Shop.

- PDF and graphic file document management and display – for vintage notes / press releases / accolade sheets
- Interactive Vineyard Map: The current display needs to be improved to include more information with a hover feature, easy to edit & update and will need to have more prominence on the site to be more easily accessible to users
- Related Products: suggestive selling feature available through commerce platform
- Membership & Mailing List: Prominent urge to join
- Product Creation: Use template within ecommerce platform
- Event Calendar: Use template within platform
- Recipes: Use template within platform
- Blog: Use template within platform
- Search functionality

ECOMMERCE

- E-commerce should accommodate wine club sign ups and wine purchases.
- Layout should contain bottle images side-by-side; maximizing the space to avoid excessive scrolling
- Wine display should promote:
 - High scores of wine (when available)
 - Brief tasting notes/description hover or expandable section for full wine notes to open
 - Relevant vineyard information
 - Display of retail & various promotional pricing
 - Prompt for Members to Log In
 - Prompt for non-members to sign up
 - Related Products promotion for suggestive up-selling
- Users should be quickly prompted to log in to receive wine club savings.
- Users should be able to become wine club members on the site.
- Club Members receive various discounts depending on membership level (3 membership levels).
- Site should accommodate both regular club discounts and seasonal discounting as needed to club and non-club visitors
- E-cart should be able to successfully run holiday gifting programs, as well as product that will only be available to certain customer types.
- Fully integrate with reservation system

CUSTOMER MANAGEMENT

- Members need to have a Members Only portal to access their account information in the commerce platform and make updates to information.

EMAIL CAPTURE

- Visitors to the site should be encouraged to join our e-list upon entry and during purchasing.

SOCIAL MEDIA

- Site should feature live feeds from Instagram & Pinterest for social interaction.

Wine Works

Wine Works are a website strategy, design and development agency specializing in the wine industry. We offer different tiers of service with the goal of building ecommerce solutions that help wineries achieve more from their websites; more sales, more visitations, more club sign ups. At the highest level we act as brand stewards for your online presence, making sure this accurately represents who you are and what you do - all with the goal of building a loyal brand following.

For more information please email ranj@wineworks.co



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