

# WHAT GOES INTO A WEB BRIEF THAT ACTUALLY DELIVERS.

**6** sections worth getting right.



**WEBSTONE STUDIO**  
web platforms built to perform

1

# THE BUSINESS CONTEXT.

Not “we need a new website.”

What the business is trying to achieve in the next 12 months. What's working in your current acquisition. What's blocking growth. The platform is the answer. The brief should contain the question.

**37%**

*of projects fail because clear goals were never defined before the work started.*

*Source: PMI / Iseo Blue*

*Start with the outcome.  
The platform follows.*

2

## WHO YOU'RE BUILDING IT FOR.

Not a demographic. A specific person.

- Who makes the decision to contact you?
- What do they know before they land on your site?
- What do they need to feel before they take action?

The more specific the person in the brief, the more precise every decision that follows – architecture, content, UX, copy.

*The platform serves a person.  
Define that person first.*

3

## WHAT THE PLATFORM NEEDS TO DO.

Functionality before aesthetics. Always.

Which pages need to exist and why. What actions a visitor should take. What happens after - which system receives the data, who follows up, how fast.

97%

*more likely to succeed - projects with documented requirements before development starts.*

*Source: Engprax / J.L. Partners, 2024*

**|** *Map the flow before you design the page.*

4

## THE INTEGRATIONS YOUR PLATFORM DEPENDS ON.

CRM. Marketing automation. Analytics.  
Payment systems. Internal tools.

Every system the platform needs to talk to.  
What data moves, in which direction, and  
how often.

This section is the one that generates the  
most unexpected costs and delays during  
development.

■ *List every connection. It saves weeks later.*

5

## HOW SUCCESS IS MEASURED.

Not “we want more traffic.” Not “we want it to look more modern.”

What specific metric changes because of this platform. Conversion rate. Lead quality. Campaign speed. Marketing team independence.

**27%**

*average budget overrun on projects where success wasn't defined before the build.*

*Source: PMI*

*The metrics you define today protect the budget you approve tomorrow.*

# THE CONSTRAINTS THAT SHAPE THE PROJECT.

Budget range. Timeline. Internal stakeholders who need to approve. Technical constraints from existing systems.

A brief without constraints isn't a brief – it's a wish list. Constraints don't limit good decisions. They make them possible.

*The clearer the parameters,  
the cleaner the solution.*

# JURU'S NOTE:

The brief isn't a document for the studio.  
It's a document for you - to clarify what  
you actually need before anyone starts  
building.

**THE CLEARER YOU ARE AT THE START,  
THE BETTER EVERYTHING THAT FOLLOWS.**



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