New Website Design & Development Brief

**Company**: Wise Monkey S.A. **Contact**: Sonia Shwabsky (Sonia@fidax.com)

**Brand Name**: Wise Monkey

**Scope**: Develop a website for this newly established company.

**Mission & Vision**: Wise Monkey is a newly formed Lifestyle Company focused on giving its clients a high quality design experience in tourism, travel advice, property management and interior design services in the evolving Nicaraguan Market. There is a gap in the market for a company with a more international approach to these services along with an eye for design. The founders feel that with the development of a trusted website to attract potential clients and visitors to Nicaragua they can differentiate the Wise Monkey experience from the current competitors operating in the market. With an eye for clean and modern design adapted to the rustic tropical environment of Nicaragua. The founders of this company are very well travelled individuals with a keen sense of style and design. Utilizing their many experiences abroad will be a key to ensuring that they provide a high end experience for those renting houses through them to those house owners requiring design services to bring their properties up to the Wise Monkey standard.

**Services & Products**: “Tourism and Lifestyle” Services – Vacation Home rentals, Property Management, Interior design services targeting the higher end of the Nicaraguan market and the more affluent design conscious traveller.

**Brand Essence**: Cool, Modern, forward thinking, stylish design, cutting edge design, tropical minimalism, slightly rustic but always with a designer twist, wise but fun, high quality service.

**The Name**: “Wise Monkey” WISE – Knowing, trustworthy, clean, innovative, experienced MONKEY – fun, cool, young at heart, cheeky. (Plus there are Howler monkeys in pretty much every vacation destination in Nicaragua)

**Target Audience**: Both males and females with an adventurous spirit and a discerning eye for modern design – a design-conscious traveller. A broad range of ages from perhaps around 25 years to 60 years. These people are young at heart regardless of their age – they are the global glitterati!! Not budget conscious but like to get value for money – very aware of how much things should cost. Are willing to pay extra to stay in a place that is more on par with their ideas of what is good. They like things that are cool and look cool!! Those little touches that make the experience that much nicer. Whilst the audience will be from all around the world the main markets will be the USA, UK, Canada, Germany, Italy, France, Australia, Spain, South America, Mexico.

**Competitive Niche**: Wise Monkey will offer a service that is not available in Nicaragua currently. Focusing on the higher quality and unique properties in the market as well as providing interior design services for existing and new properties. Generally the Vacation rental market tends to overlook those finishing touches that will make a property that much more comfortable and fun to stay in.

**Examples to Reference:** Wise Monkey’s goal is to become the Tablet ([www.tablethotels.com](http://www.tablethotels.com) ) of Vacation Rentals. What Tablet does for hotels we want to do for House and apartment rentals. The idea is to start in Nicaragua and then take on other countries. Wise Monkey will also work with Airbnb ([www.airbnb.com](http://www.airbnb.com)) listing the properties on their site for more exposure and credibility. Other references would be the Wallpaper guides. ([www.wallpaper.com](http://www.wallpaper.com)) And Design Hotels ([www.designhotels.com](http://www.designhotels.com))

**Competitors and Partners**: The Vacation Rental website company: 1) VRBO [www.vrbo.com](http://www.vrbo.com) 2) Airbnb [www.airbnb.com](http://www.airbnb.com) 3) [www.nicaraguavacationrentals.com](http://www.nicaraguavacationrentals.com) 4) www.vacationrentalsnicaragua.com 5) [www.mukulresort.com](http://www.mukulresort.com) 6)[www.aquanicragaua.com](http://www.aquanicragaua.com) 7) [www.tripadvisor.com](http://www.tripadvisor.com)

**Objectives:** As this is a startup company, the website development has the freedom to be exactly what it needs to be. The main objective is for the design to be simple, modern, clean and FAST. There is nothing worse than lots of different functionality, flash, large photo files, glunky searches etc. slowing down the experience for the user.

* Colour Scheme to be used with device and Corporate Logo on all items
* Website design guidelines to give web developer
* Optional photography guidelines to give consistency in photography across the website. Eg. Type, angles, lighting, filters etc.

# Website role

Identify what the website will ‘do’ for each key audience, for example:

* **Inform**  
  Provide access to product catalogues, service promotion, reference materials, media releases, client specifi reports, legal and policy documents, etc.
* **Provide services**
* **Process orders**  
  Online transactions, credit card payment, order-tracking, etc.
* **Support operational activities**  
  Field enquiries, process applications, etc.
* **Enable interaction**  
  House owners, clients, prospective clients
* **Facilitate events**  
  process bookings, manage rental calendar, etc.

# Measures of success

What outcomes are desirable as a result of creating a website?

* Public awareness, search engine ranking
* Website accesses (traffic)
* Customer/client/stakeholder enquires
* Sales
* Email subscriptions
* Bookings/reservations
* Other (please specify)

**Updating your website**

### We would like to update the website at least every week with either a blog like entry, a new special service or offer or simply some new information.

**2. What is your business?**

* How big is the company and how many employees?
* What is its history?
* What are the company values?
* What are the short term and long term goals of the business?
* Who are your competitors?
* How do you differ from your competitors?
* What is your USP?
* Who are your customers and prospects?
* What ten words would you use to describe your company?

Don’t assume your web designer already understands everything about your business. A local company’s website will be entirely different to that of a global company. Is one of the aims of a new site to appeal to a wider audience perhaps? Or meet the needs of your current market more efficiently? The demographic of your target market will significantly affect the look and feel of the site. An explanation of the business decision behind getting a new site is often really helpful.

**3. What kind of website do you want?**

* Why do you want a new website?
* What did you like and dislike about the old one?
* What DON’T you want from a new site?
* What other websites do you like and what is it you like about them? (These don’t have to be industry specific!)
* What do you want your customers to do with the site? (Is it to encourage purchase, to inform or educate? etc)
* What are your long term plans for the site?
* Who will liase with the designer and provide copy and images?
* Who will be responsible for updating the site? (How tech-savvy are they? This may prompt a discussion of maintenance agreement options)

Be specific about what you like about another website – is it the overall design, typography, layout, colours, images, ease of use, the atmosphere the design creates etc? If you have different long term plans for the site, your designer may be able save you money in the long run by developing a CMS that can accommodate different requirements in the future.

**4. Content and Function**

* What pages do you want and how many?
* Do you want all pages to have the same template? – that should be up to the designer
* How much content is there and when/by whom will it be written?
* Do you want to gain subscribers? (RSS or newsletter)
* Do you require certain social integration with your networks? (Flickr, YouTube, Twitter, Facebook etc)
* Do you require a site search facility?
* Do you require a Googlemap?
* Do you require an online form?
* Would you like email hosting?

By answering all of these questions you have written a great design brief. To write the ultimate one, however, you can provide a sketch of page layout, of headings, of how you want pages to interact with each other, of where you want certain images placed etc . The more specific you are about your goals the better! The one thing designers don’t want to hear is “be creative!”