

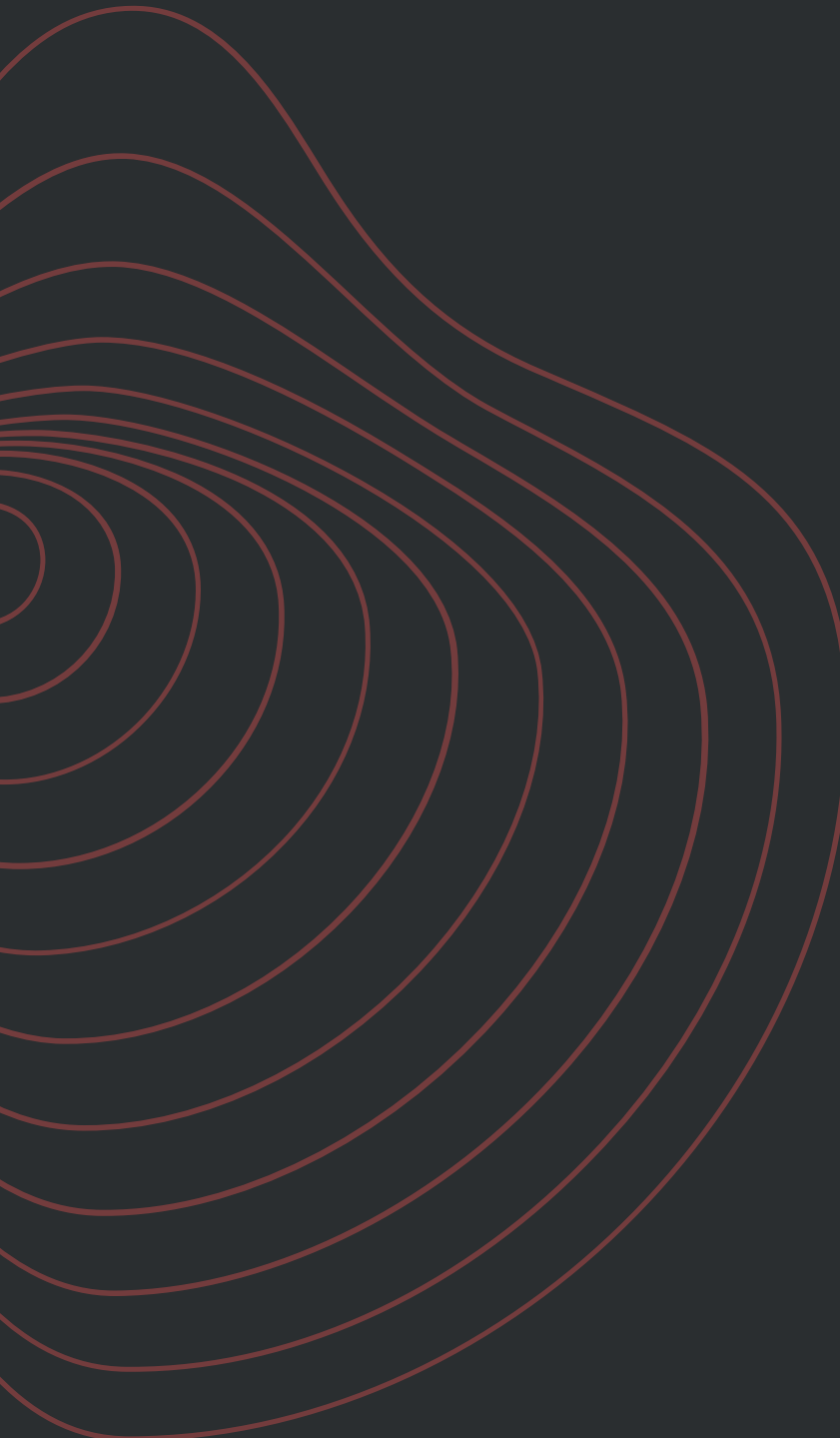


**INFINITI**  
DIGITAL HUB

# CREATIVE BRIEF

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**QUESTIONNAIRE**



PRESENTED BY  
**Infiniti Digital Hub**

[www.infinitidigitalhub.com](http://www.infinitidigitalhub.com)



# ECOMMERCE WEBSITE BRIEF



**Question 1:** What is the name of your ecommerce business?

**Question 2:** What products or services will you be selling on your ecommerce website?

**Question 3:** Who is your target audience?

*Who are you trying to reach with your ecommerce website?*

**Question 4:** What message do you want your ecommerce website to convey? What are the key attributes or values that you want it to represent?

**Question 5:** What are the key elements that you want to include in your ecommerce website? For example, do you have specific colors, fonts, images, or layout preferences?

Please send us any reference material along with this document



# ECOMMERCE WEBSITE BRIEF



**Question 6:** Are there any ecommerce websites that you particularly like or dislike? What do you like or dislike about them?

**Question 7:** What is your budget for the ecommerce website design and development?

**Question 8:** What is your timeline for completing this project?

**Question 9:** What are the essential features you would like on your website?

*(such as shopping cart, payment gateway, customer login, etc.)?*

**Question 10:** How will you be handling product management, order fulfillment, and customer support?

Please send us any reference material along with this document



# SCOPE OF WORK AGREEMENT



This is to acknowledge that the both parties undersigned understand and agree to the scope of work mentioned above to the best of their capabilities and any and all specifications not covered under the scope of work can/may be subject to additional charges.

## Scope of Work Locked in By:

**Account Manager Name:**

**Signature:** \_\_\_\_\_

**Date:**

## Scope of Work Approved by:

**Client Name:**

**Signature:** \_\_\_\_\_

**Date:**

*Disclaimer: The following information will strictly be used for order fulfillment, and to have a clear understanding of your business; it will not at all be distributed to any third party/service vendor by us.*

*Your input is valuable to us, and we strongly encourage you to brief as much as you can. However, we will be corresponding with you at every step of the process even after receiving this document as a website varies enormously in content & functionality. Any future alterations to the following specifications will subject to additional charges or mutual understandings. Carefully submit your details as it would be the building blocks for our design work. Feel free to leave fields blank if not applicable. In case of any concerns that you would like to discuss over the phone related to this form, call us at 1-469-780-8890, Note: After design approval and during development phase you cannot ask for stop your project, no refunds will be applicable.*