

## BRIEFING DOCUMENT

### Background to Brief

*Add information here on the background of your site's history/development (or specific product development/project status etc). Recent background history is fine, we would like to build a picture of the current site etc and any other useful information you can include.*

### Objectives

*What are the main objectives from conducting this review?*

*What actions will the research influence?*

*What might you do differently as a result (e.g. postpone changes/feed into redevelopment process)*

*What do you see as the commercial imperatives of this project?*

*What is the potential commercial impact of changes that might be reasonably expected?*

### Method

*If there are particular research techniques that you would like to be used/considered in this brief, please tell us here.*

### Success Criteria

*What will make this a successful project?*

*How will this be measured?*

### Competitors

*Add some information on your key competitors if appropriate.*

*Are there any sites which you particularly admire?*

### About Your Audience

*Add information here about your audience i.e. the user groups you want to research (socio-demographic groupings, customer types – customers and non-customers) or behavioural groups (e.g. those with intent to buy online vs those who expect to call to buy), geographical distribution (only high level detail is needed here, we will discuss in more detail later).*

### Timing/Budgets

*Please indicate any timings you are working towards i.e. resource pre- booked/project deadlines/launches, also any details on budgets you wish to include.*