A Better Website Starts With a Clearer Brief

Before choosing a layout, agree on the people, priorities and decisions your website needs to support.

Mavocado Design | 23 October 2026 | Website Design

Start with the decision, not the page count

A request for a new website often begins with a list: home, about, services, contact. That tells a designer what pages are expected, but very little about what those pages should help someone understand or do.

A more useful brief begins with the visitor's decision. Are they comparing providers, checking whether a service fits, or looking for enough confidence to start a conversation? Write down the decision before deciding how many sections the homepage needs.

Give the project a primary job

Choose one main purpose for the first release. For a service business, that might be helping a suitable prospect understand the offer and submit a useful enquiry. Secondary goals still matter, but they should support a clear priority.

Define what a useful enquiry contains. The right form fields, case-study detail and service explanation depend on what the team needs to know before responding. A primary goal becomes more practical when it connects to the work after someone clicks.

Bring evidence into the conversation

Collect the material you already have: questions from sales calls, recurring support messages, existing website pages, project examples and the words customers use. Keep observed facts separate from assumptions you still need to explore.

A reference website can help explain a visual preference. Add a sentence about why each reference matters. Perhaps the navigation is clear, the work is easy to inspect, or the tone feels direct. That is more useful than asking for the entire site to be copied.

Agree on the boundaries

List what is included, what is uncertain and what can wait. Identify who supplies content, who reviews the work and which platform or development constraints need to be considered.

A clear brief does not remove discovery. It gives discovery a useful starting point. Leave room for a designer to challenge a requested page, combine overlapping content or suggest a more direct route to the same goal.

A Clear Next Step

A useful brief connects a business goal with a visitor's decision, available evidence and a practical scope. Clarity here makes every later design conversation more focused.