



Cahier des charges for a website

{Creation and redesign}

or how to think through your project as a whole

Preamble

A good project always starts with the right questions. The more you tell us upfront, the fewer surprises we'll run into along the way, and the more your project will end up truly looking like you.

This brief isn't here to make your life harder. Think of it as our shared toolbox: you note down your ideas, your needs, your constraints, your budget and your timeline, and it becomes our common thread from the first coffee all the way to launch.

You don't need to have all the answers when filling it in. If any part feels unclear or too technical, just tell us, we're here to guide you, not to leave you alone in front of a form.

Practical tip: open this document with Acrobat Reader or Preview (MacOS) to access all the interactive fields (text boxes, dropdown lists, etc.).

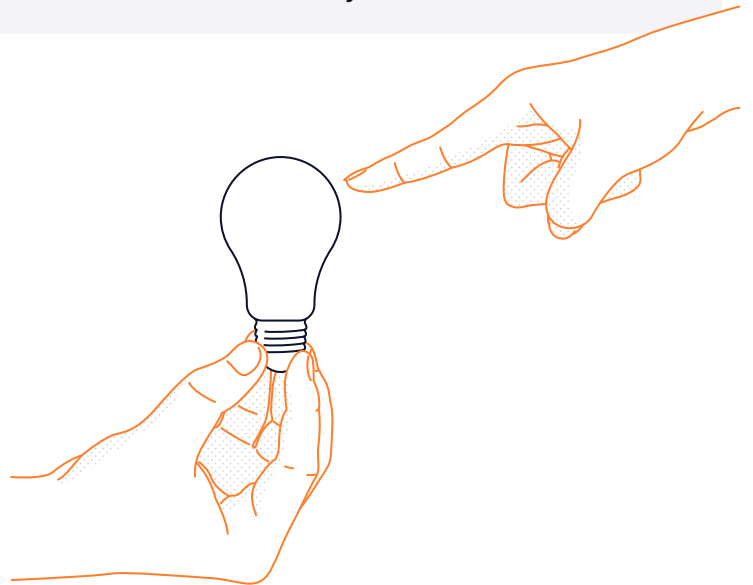
Once your brief is filled in, we can meet up and get started!

But what does O'Matic actually do?

We imagine and build ideas, websites and applications, for you, with you. Tailor-made, pixel-perfect, and with people always coming before the machine.

Based in Geneva, we like working closely with our clients, wherever they're based. All our projects, physical or digital, share one thing in common: they're designed around the end user, not around our own preferences.

Our watchwords: transparency, closeness, sustainability, and user focus.



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Project details

Presenting your company

To get off on the right foot, we need to get to know each other. Who are you? What do you do? Since when? We want to know it all! A quick introduction to your company will help us understand you so we can help you better.

For any project, it's also important to know your direct and indirect competitors, whether they've inspired you, whether you identify with them, or whether they're exactly what you don't want to look like.

Your contact details

How can we reach you? Will you be leading the project yourself, or will it be someone else on your team?

Company name

Phone number

You name

Email address

Are you the decision-maker on this project? ☐ Yes ☐ No

Any other useful details (a contact person, etc.)

Your business

Tell us about yourself or your company: your story, your activities, your philosophy...

Your competitors

Where do you sit in your market? Who are your direct or indirect competitors, and why? What can you take from their experience, from what you've seen of them (strengths, weaknesses...)? How do you want to stand out?

Reviewing what already exists

Before wanting (and being able) to change everything, it's important to ask the right questions and identify what's already in place. This step matters even more if you already have an existing project you want to redesign.

Do you already have an existing project? What technology/technologies do you use? Why do you want to change your project? What would you like to improve first?

Do you already have a website (or several)? ☐ No ☐ Yes, one ☐ Yes, several

If yes, could you send us the link?

What technology/technologies are you currently using?

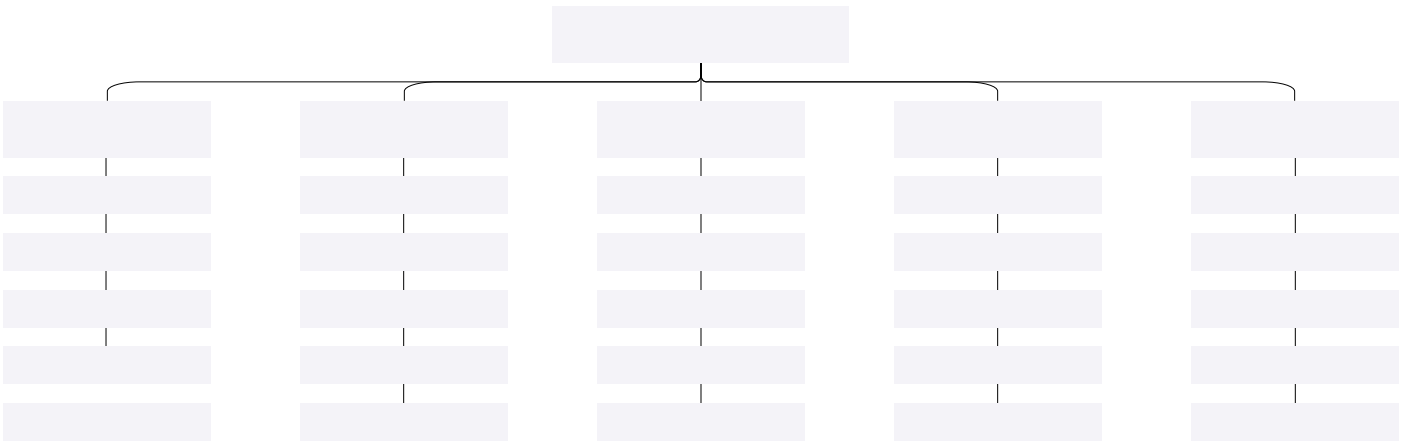
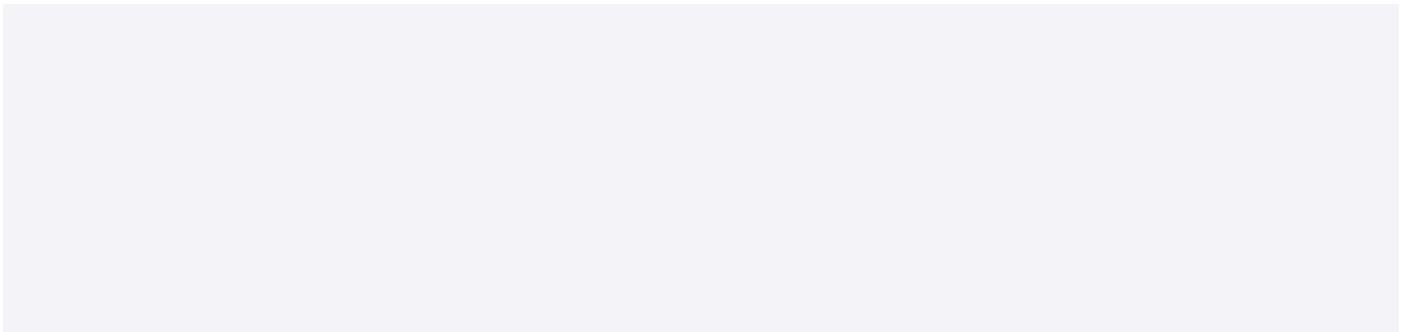
Do you own other domain names?

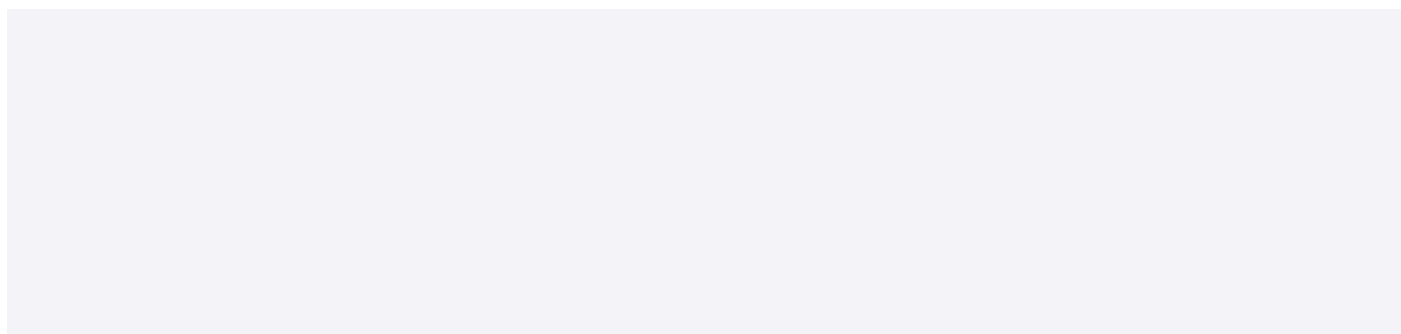
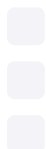
Please let us know which ones.

Why do you want to evolve this project? What would you like to improve first?

Ask for your copy
of the complete specifications
on our website today!

[Download ↗](#)



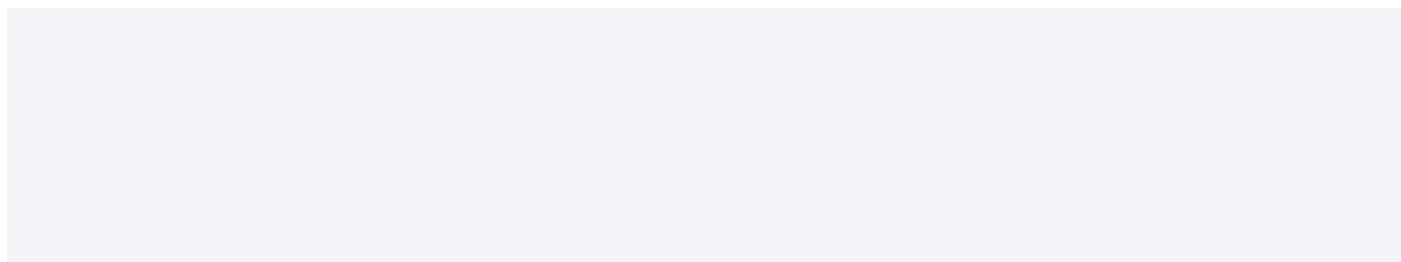


Features

- ☐ Search engine
- ☐ Online quote request module
- ☐ Online payment (outside WooCommerce)
- ☐ Blog
- ☐ Multilingual site
- ☐ Flexible page layout
- ☐ Client area

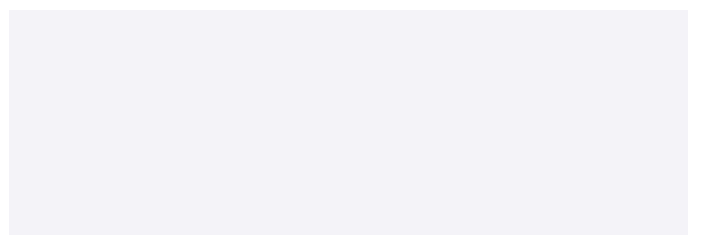
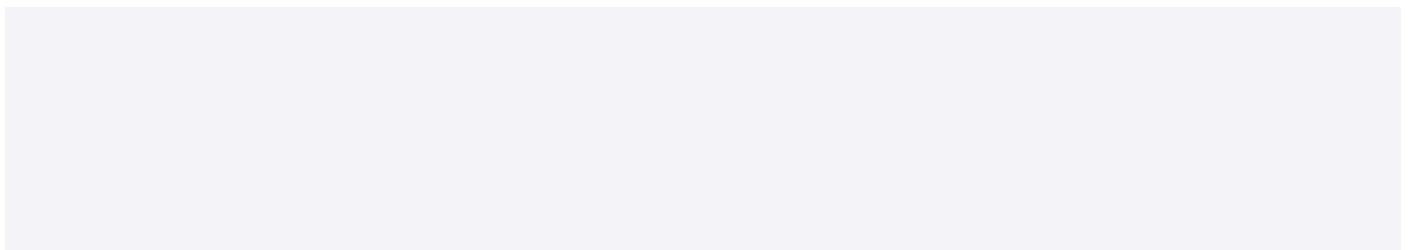
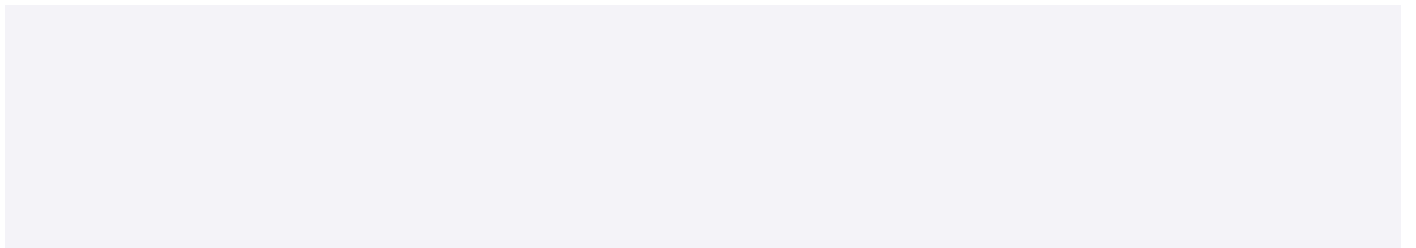
E-commerce features

- ☐ Product reviews
- ☐ Shopping cart
- ☐ Product filters
- ☐ Complementary products

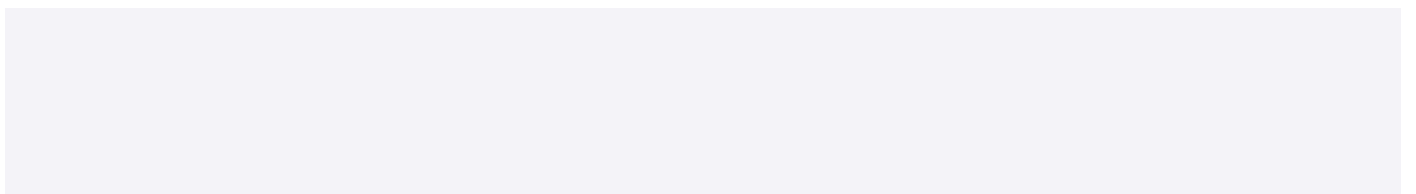
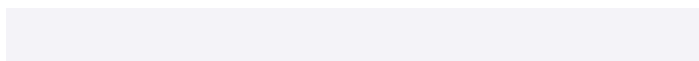
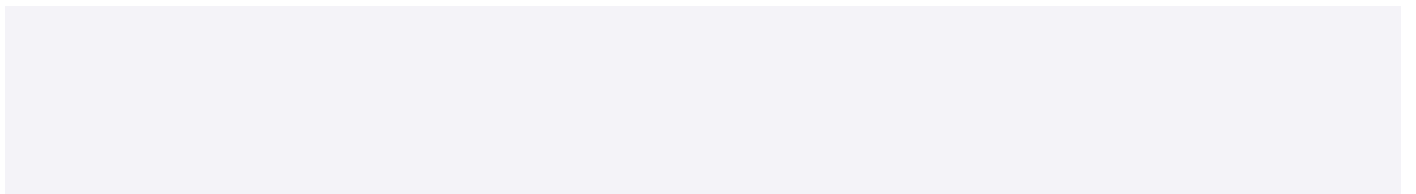




☐ Yes ☐ No
☐ Yes ☐ No
☐ Yes ☐ No



Less than 5'000.-



- ☐ Yes, I already know how
 - ☐ Yes, but I'd like training and/or a prep document
 - ☐ No, I'll leave it to you
 - ☐ No, I don't plan to keep my site updated
-

At the end of your project, O'Matic will provide you with:

- The brand guideline, if created for the project, along with the visuals needed to bring it to life (.pdf, .ai, .jpg, .png, etc.)
- The design mockups (.pdf)
- The various visuals used (format depending on the visual: motion design, illustration, etc.)
- The site's source code (optional)
- Reports and various statistics (.pdf)
- Training materials, if requested (.pdf)

Would you like training on how to use the visuals and your website?

- ☐ Yes
- ☐ No

Would you like any additional deliverables?