



Website project brief

Mango & Smoke / Example brief and reusable launch checklist

The scenario: A fictional independent restaurant needs one clear place for guests to explore the menu, understand its character and make an inquiry. This example demonstrates planning, not a completed client engagement.

01 / DEFINE THE USEFUL OUTCOME

Primary visitor: A first-time guest comparing places to eat.

Primary action: Find a suitable menu item, then contact the restaurant.

Project focus: Clear information, a distinct visual identity and a usable mobile experience.

02 / GIVE EACH PAGE A JOB

Page or section	What it must answer	Next step
Home	What is the restaurant, and why visit?	Explore the menu
Menu	What can I order? What does it cost?	Ask a menu question
Visit / Contact	Where, when and how can I reach you?	Send an inquiry
About	What makes this place distinctive?	Return to menu / contact

03 / GATHER THE SOURCE MATERIAL

Current menu and prices; approved opening hours and contact details; a short business story; logo files; and images with permission to use them. Confirm who can approve content and where inquiries should arrive.

04 / AGREE THE BOUNDARIES

Confirm pages, writing, imagery, feedback rounds, hosting, external tools, launch responsibilities and handover in the written scope. Any ordering, payment or reservation system needs its own agreed requirements.



Launch & handover review

Reusable worksheet / Complete with the owner before launch

Business: _____ Reviewer: _____
Website: _____ Review date: _____

01 / CHECK THE CUSTOMER JOURNEY

Review area	Check before approval	Status / owner
Information	Menu, prices, hours and contact details are current.	_____
Navigation	A new visitor can find the core offer and next step.	_____
Mobile use	Text is readable; links and forms are easy to use.	_____
Contact paths	Forms, email links and booking destinations are tested.	_____
Content rights	Images, copy and licensed assets are approved for use.	_____
Handover	Account owners, renewals and update instructions are clear.	_____

02 / DECIDE WHAT TO MEASURE

Record a starting point, choose a useful action to track and set a review date. For example: completed inquiries, booking clicks or common questions from new guests. Agree the measurement method before claiming an improvement.

Priority after launch:

Responsible person and review date:

This sample is a planning aid. Final deliverables, testing and ongoing support depend on the agreed project scope.