

FREE RESOURCE — WEB PROJECT TEMPLATE

Website Requirements Document

Capture the business goals, target audience, user stories, functional and non-functional requirements, required features and tech stack for a new website — before a single line of code is written. Lock the scope, prevent creep, and brief any developer or agency from a single fillable A4 pack.

8

REQUIREMENT
SECTIONS

60+

FILLABLE
FIELDS & TICKS

A4

PRINT &
BRIEF READY

Fillable

TYPE & TICK
IN ANY VIEWER

GOALS & AUDIENCE

USER STORIES & MOSCOW

NFRS & ACCESSIBILITY

TECH STACK & SIGN-OFF

PREPARED FOR

Cloudswitched Knowledge
Library

PREPARED BY

Cloudswitched Ltd.

VERSION

2026 Edition

FORMAT

Project Brief

00

How to use this template

Complete this document **before engaging a web developer or agency**. Clear, signed-off requirements are the single biggest predictor of an on-time, on-budget website launch — and the single biggest deterrent against scope creep, rework and unmet expectations once code is being written.

Work through the eight sections in order. Capture **what the business actually needs the site to achieve**, who will use it, what it must do, how well it must perform, the features that are in scope, the technical stack and integrations, and the people who will sign it off. Share the completed pack with every stakeholder — sponsor, marketing, IT, legal, the developer — before a kick-off meeting is booked.

WHAT THIS TEMPLATE IS

A structured A4 brief that captures business goals, target audience, user stories, functional and non-functional requirements, required features, content plan, technical stack and sign-off — in a single shareable document. The yellow underscore lines become real text inputs in any modern PDF viewer; the squares become real checkboxes you can tick.

MOSCOW PRIORITISATION MATTERS

For every functional requirement and feature, decide: **Must Have** (launch blocker), **Should Have** (important but not launch-blocking), **Could Have** (nice if budget allows) or **Won't Have** (explicitly out of scope for this phase). Without MoSCoW labels every feature drifts toward “must have” and the budget breaks.

The eight sections

- **01 Project Overview** — name, sponsor, manager, target launch date, budget, project purpose.
- **02 Business Goals & Target Audience** — outcomes, KPIs, primary & secondary audiences, devices.
- **03 Functional Requirements** — user stories, priority, acceptance criteria (FR-01 to FR-08).
- **04 Non-Functional Requirements** — performance, availability, security, accessibility, SEO, compatibility.
- **05 Required Features** — CMS, e-commerce, multi-language, accessibility level, blog, search, members, booking.
- **06 Content Plan & Technical Stack** — per-page content owners, deadlines, platform, hosting, integrations.
- **07 Sign-off & Next Steps** — top three priority actions, notes, prepared by, date, approver.

01

Project Overview

Capture the project name, the people responsible and the headline constraints — target launch date and budget envelope. Without a named sponsor and a named project manager, decisions get stuck and the build slows to a crawl.

PROJECT METADATA

Project name _____

Organisation _____

Project sponsor *(budget owner)* _____

Project manager *(day-to-day lead)* _____

Marketing / content owner _____

Technical / IT owner _____

CONSTRAINTS

Target launch date *(DD/MM/YYYY)* _____

Hard deadline driver *(event / campaign / contract)* _____

Budget range *(design + build, ex-VAT)* _____

Ongoing budget *(hosting + maintenance / month)* _____

Replacing an existing site Yes No

Existing site URL *(if applicable)* _____

PROJECT PURPOSE (WHY IS THIS SITE NEEDED?)

NAME A SINGLE DECISION-MAKER

One sponsor with budget authority. One project manager with day-to-day authority. The developer needs to know whose answer is final when feedback contradicts.

02

Business Goals & Target Audience

Write down what the business actually wants the website to **achieve** — in measurable terms. Then describe who the site is built for. These two pages anchor every design and copy decision that follows.

BUSINESS GOALS (WHAT SUCCESS LOOKS LIKE)

Primary goal _____

Secondary goal _____

Tertiary goal _____

SUCCESS CRITERIA / KPIS (TARGETS IN FIRST 6 MONTHS POST-LAUNCH)

| KPI | BASELINE TODAY | TARGET AT +6 MONTHS | MEASUREMENT SOURCE |
|---------------------------------|----------------|---------------------|--------------------|
| Monthly visitors | ----- | ----- | ----- |
| Enquiry / lead form submissions | ----- | ----- | ----- |
| Conversion rate % | ----- | ----- | ----- |
| Organic search traffic | ----- | ----- | ----- |
| ----- | ----- | ----- | ----- |

TARGET AUDIENCE

Primary audience _____

Secondary audience _____

User demographics (age / role / technical ability) _____

Geographic focus (UK / EU / global) _____

Desktop / mobile / tablet split (% est.) _____

Languages required _____

IF YOU CAN'T NAME THE AUDIENCE, YOU CAN'T NAME THE DESIGN

“Everyone” is not an audience. The more specifically you describe the primary user — their role, age, device, the question they’re trying to answer — the easier every later design and copy decision becomes.

03

Functional Requirements

Define what the website must **do**. Use the user-story format: “As a [user], I want [feature], so that [benefit]”. Each row gets a MoSCoW priority and a one-line acceptance criterion that says how you’ll know it’s done.

| ID | USER STORY (AS A... I WANT... SO THAT...) | PRIORITY | ACCEPTANCE CRITERIA |
|-------|---|-----------|---|
| FR-01 | As a visitor, I want to view the services offered, so that I can understand what the company does | Must Have | Services page with description and CTA |
| FR-02 | As a visitor, I want to submit a contact form, so that I can enquire about services | Must Have | Form submits to email, confirmation shown, spam protection on |
| FR-03 | As a visitor, I want the site to work on my phone, so that I can browse on the go | Must Have | Responsive design, tested on iOS Safari + Android Chrome |
| FR-04 | ----- | ----- | ----- |
| FR-05 | ----- | ----- | ----- |
| FR-06 | ----- | ----- | ----- |
| FR-07 | ----- | ----- | ----- |
| FR-08 | ----- | ----- | ----- |
| FR-09 | ----- | ----- | ----- |
| FR-10 | ----- | ----- | ----- |

MOSCOW PRIORITY — ONE OF FOUR LABELS PER ROW

Must Have = launch blocker. **Should Have** = important, not blocking. **Could Have** = desirable if budget & time allow. **Won't Have** = explicitly out of scope for this phase. If everything is “Must”, nothing is — the scope will break the budget on contact.

04

Non-Functional Requirements

Define how the site must **perform**. These are quality attributes, not features — the things that make a working site usable, reliable and supportable. Fill in the target column with the threshold your business will accept.

| CATEGORY | REQUIREMENT | TARGET | MEASUREMENT METHOD |
|---------------|-------------------------------|------------------------------|----------------------------|
| Performance | Page load time on 4G mobile | ----- (e.g. < 3s) | Google PageSpeed Insights |
| Performance | Core Web Vitals (LCP/CLS/INP) | ----- (All green) | Google Search Console |
| Availability | Uptime guarantee | ----- (e.g. 99.9%) | UptimeRobot / StatusCake |
| Security | SSL certificate on every page | ----- (SSL Labs A+) | SSL Labs scan |
| Security | Form spam & bot protection | ----- (CAPTCHA / honeypot) | Manual testing |
| Accessibility | WCAG conformance level | ----- (e.g. 2.2 AA) | axe / Lighthouse + manual |
| SEO | Per-page meta + Open Graph | ----- (Unique per page) | Screaming Frog audit |
| Compatibility | Browser support | ----- (Last 2 versions) | BrowserStack cross-browser |
| Privacy | Cookie consent / GDPR | ----- (Granular, EU-ready) | Manual + Cookiebot scan |
| Backup | Backup frequency & retention | ----- (e.g. daily / 30 days) | Hosting console |
| ----- | ----- | ----- | ----- |

NON-FUNCTIONALS ARE TESTABLE — OR THEY DON'T EXIST

Every NFR target must have a measurement method. “Fast”, “secure” and “accessible” aren't requirements — they're wishes. “LCP < 2.5s on mid-range Android over 4G” is a requirement.

05

Required Features

Tick each feature the site must include. Use the priority column to MoSCoW each one — tick **M** (Must), **S** (Should), **C** (Could) or **W** (Won't). The clearer this list, the cleaner the build estimate.

CORE PLATFORM FEATURES

Content management system (CMS) M S C W

E-commerce / online sales M S C W

Multi-language / localisation M S C W

Accessibility (WCAG 2.2 AA conformance) M S C W

Blog / news / resources area M S C W

Site-wide search M S C W

Members / login area M S C W

Booking / appointment scheduling M S C W

ENGAGEMENT & GROWTH FEATURES

Newsletter / email capture M S C W

Live chat / chatbot M S C W

Customer testimonials / reviews M S C W

Video / rich media gallery M S C W

Events / calendar M S C W

Job listings / careers M S C W

Maps / store locator M S C W

Other (describe) _____

BE RUTHLESS WITH “MUST HAVE”

If a feature isn't needed at launch, mark it **Should** or **Could**. Anything tagged **Must** has to be there on launch day — that's the contract.

06

Content Plan & Technical Stack

Name who owns each page's copy and assets, when each is due, then capture the platform, hosting and integration preferences. Content is the slowest dependency on every web project — lock owners and dates early.

CONTENT PLAN (PER PAGE)

| PAGE | CONTENT NEEDED | OWNER | DEADLINE | STATUS |
|---------------------|----------------------------------|-------|----------|--------|
| Homepage | Hero copy, intro, primary CTAs | ----- | ----- | ----- |
| About us | Company story, team bios, photos | ----- | ----- | ----- |
| Services / products | Descriptions, pricing, FAQs | ----- | ----- | ----- |
| Contact | Address, form fields, map | ----- | ----- | ----- |
| Blog / resources | Initial 5 articles for launch | ----- | ----- | ----- |
| Legal | Privacy, cookies, T&Cs | ----- | ----- | ----- |
| ----- | ----- | ----- | ----- | ----- |

TECHNICAL STACK PREFERENCES

CMS / platform preference _____

Hosting preference (*cloud / managed / VPS*) _____

Domain(s) in scope _____

Analytics platform _____

Cookie consent tool _____

THIRD-PARTY INTEGRATIONS

CRM (*HubSpot / Salesforce / Pipedrive*) _____

Email marketing (*Mailchimp / Klaviyo / etc.*) _____

Payment processing (*Stripe / GoCardless / etc.*) _____

Booking / scheduling _____

Social media feeds embedded Yes No

07

Sign-off & Next Steps

This document is the contract between the business and the developer. Capture the top three priority actions out of this scoping exercise, any catch-all notes, and the three names who own this version of the brief. Re-issue with a new version number after every material change.

Top 3 priority actions

01 _____

02 _____

03 _____

Additional notes

Sign-off

| PREPARED BY | DATE | APPROVED BY |
|-------------|-------|-------------|
| _____ | _____ | _____ |

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We design and build high-performance websites with clear requirements, MoSCoW-scored backlogs and transparent project management — on Cloudflare, WordPress or Next.js.

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