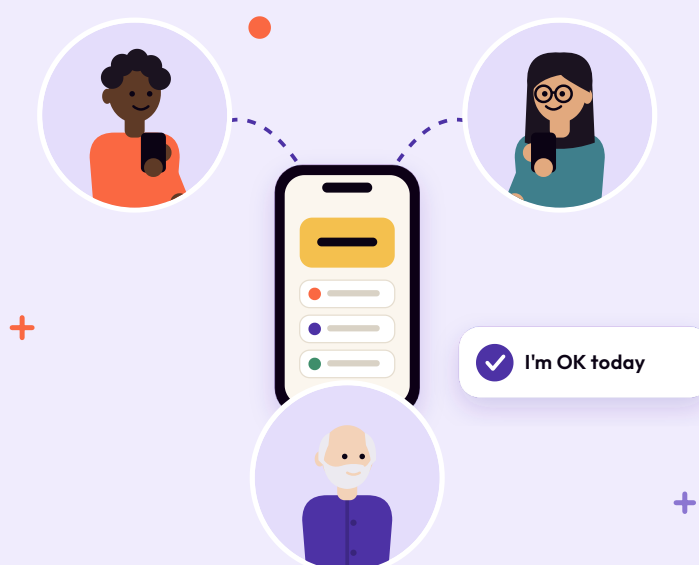




Briefing an app or website project

A fill in brief that helps you get a useful quote and a better project, from any supplier.



Contents

- 1 How to use this brief
- 2 The problem and who has it
- 3 What success looks like
- 4 Users and their needs
- 5 Must haves for launch, and what can wait
- 6 Content, data and integrations
- 7 Privacy and accessibility
- 8 Budget range and timescale
- 9 Who decides and who signs off
- 10 What to send us
- 11 Sources

About this PDF

This guide is a tagged PDF with headings, bookmarks and alternative text. You can also read it online at caresque.co.uk/guides/briefing-an-app-or-website-project. Need this in another format? Email hello@caresque.co.uk.

How to use this brief

Work through each section and write short answers. You do not need every answer before you talk to a supplier, but the more you know, the more useful the quote will be. It works for any supplier, not just Caresque.

Tip

The UK government's design principles start with "Start with user needs". [\[S33\]](#) A good brief does the same.

The problem and who has it

- ☐ What problem are we solving, in one or two sentences?
- ☐ Who has the problem, and how do they deal with it today?
- ☐ What happens if we do nothing?

What success looks like

- ☐ How will we know the project has worked?
- ☐ What will people be able to do that they cannot do now?
- ☐ What will we measure, and when?

Users and their needs

- ☐ Who are the main groups of people who will use it?
- ☐ What does each group need to do?
- ☐ What access needs might they have, for example sight, hearing, movement, memory or reading?

☐ Will they mostly use a phone, a computer or both?

Must haves for launch, and what can wait

☐ What must be there on launch day?

☐ What would be good to have later?

☐ What are we sure we do not need?

Content, data and integrations

☐ Who will write and update the content?

☐ What data will it hold, and where does that data come from today?

☐ Which other systems does it need to connect to?

Privacy and accessibility

☐ Will it hold personal or health information?

☐ Who needs to approve how data is handled?

☐ Do we need it to meet WCAG 2.2 AA? (We recommend it does.)

Budget range and timescale

A budget range helps a supplier suggest what is possible. As a guide, these are the six stages on our How we work page and the time each one usually takes.

Discovery	1 to 2 weeks
Strategy	2 to 4 weeks
Design	3 to 6 weeks

Build	2 to 12 weeks, depending on what is built
Launch	1 to 2 weeks
Support	Ongoing, for as long as you need

☐ What is our budget range?

☐ Is there a date we must hit, and why?

Who decides and who signs off

☐ Who is the day to day contact?

☐ Who signs off the scope, the design and the launch?

☐ Who else needs to be consulted, and when?

What to send us

Send your answers, plus anything that helps us understand the project, such as examples you like, current materials or data, to hello@caresque.co.uk. Or book a free discovery call at caresque.co.uk/book and bring the brief with you.

Sources

1. **[S33]** Government Digital Service and Central Digital and Data Office, Government design principles, last updated 2 April 2025. <https://www.gov.uk/guidance/government-design-principles>

This guide is general guidance, not legal, clinical or procurement advice. Version 1.0, published 16 October 2026. Next review 16 April 2027.

About Caresque

Strategy, product design and digital delivery, with specialist knowledge of the NHS and social care.

Talk to Caresque

Tell us where you are and what you need. A free discovery call is the easiest way to find out whether we can help.

Book a free discovery call

caresque.co.uk/book

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