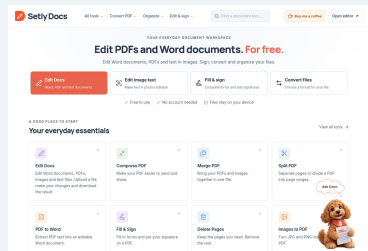


Custom website discovery brief

Explain why your website needs a custom build.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Describe the visitor's main task and where a standard template falls short.
- 2 List required integrations and identify the system that owns each data item.
- 3 Separate presentation preferences from functional requirements.
- 4 Define a small launch scope with measurable acceptance criteria.

EXAMPLE - ILLUSTRATIVE

A customer portal needs different views for staff and customers, not just different homepage colors.

CHECK YOUR RESULT

Is every custom feature tied to a real user task?

Custom website discovery brief

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Audience:**Primary task:****Custom requirement:****Integrations:****Launch scope:****Acceptance criteria:****DONE WHEN**

Is every custom feature tied to a real user task?

FURTHER READING

[W3C accessibility development tips](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.