Eye9 Design Creative Brief

*The Creative Brief is extremely important, please be certain to answer each question thoughtfully with the decision makers in your group.*

Your Business

1. Please start with the following:

Company Name ->

Mailing Address ->

Company Phone # ->

Time Zone ->

Web Address ->

1. Who will be the PRIMARY decision maker for the project/point of contact?

Name ->

Title ->

Email ->

Phone # ->

1. How long have you been in business?

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1. What products/services do your offer?

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1. Why is your product/service important, what problem(s) does your business solve?

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1. What makes your business unique? (Check all that apply)

[ ]  Quality [ ]  Quick Delivery [ ]  Customer Service [ ]  24/7 Operations

[ ]  Good Pricing [ ]  Selection [ ]  Innovative Ideas [ ]  Specialized Services

[ ]  Unique Tech [ ]  Unique Approach [ ]  Atmosphere [ ]  Organization Culture

(Please give some details in your own words based on the selections you just made…)

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1. Who are some of your competitors and how do you differentiate?

(please provide links to their websites)

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Your Customer

1. Who is your target audience? (Check all that apply)

Gender:

[ ]  Male [ ]  Female

Age:

[ ]  0-10 [ ]  11-17 [ ]  18-24 [ ]  25-34 [ ]  35-49 [ ]  50-65+

Segment:

[ ]  Consumers [ ]  B2B [ ]  Small / Medium Enterprise [ ]  Freelance Pros [ ]  Executives

[ ]  Distributors [ ]  Retailers [ ]  Patients [ ]  Other (Describe):

What is your target region?

(ie. local, east coast, national etc.)

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1. What is your average customer value (in dollars)

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1. Using one word adjectives, how would you like your CUSTOMER to describe your business?

(please list 3-6 adjectives)

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Your Preferences

1. What are some high-quality sites that you like the look of and WHY?

(please list at least 3 websites and what you like about each)

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1. What are few sites that you do NOT LIKE the look of and WHY?

(please list at least 3 websites and what you DO NOT like about each)

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1. Describe the “image” your site must communicate (Check all that apply)

[ ]  Techy [ ]  Old Fashioned [ ]  Retro [ ]  Modern [ ]  Clean / Minimal [ ]  Corporate

[ ]  Traditional [ ]  Friendly [ ]  Futuristic [ ]  Trendy [ ]  Youthful [ ]  Colorful

[ ]  Masculine [ ]  Gritty [ ]  Aggressive [ ]  Industrial [ ]  Strong [ ]  Urban [ ]  Rustic

[ ]  Feminine [ ]  Soft [ ]  Warm [ ]  Caring [ ]  Glamorous [ ]  Elegant [ ]  Stylish

[ ]  Sporty [ ]  Fresh [ ]  Natural [ ]  Earthy [ ]  Sophisticated [ ]  Sleek [ ]  Playful

[ ]  Witty [ ]  Fun [ ]  Humorous [ ]  Smart [ ]  Rebellious [ ]  Nerdy [ ]  Artistic

[ ]  Eccentric [ ]  Cheerful [ ]  Dark [ ]  Adorable [ ]  Relaxing [ ]  Dramatic [ ]  Energetic

[ ]  Spiritual [ ]  Romantic [ ]  Scholarly [ ]  Secure [ ]  Reliable [ ]  Adventurous

[ ]  Down to Earth [ ]  Serious

(Please provide any other descriptive words or phrases that are important…)

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1. Do you currently have guidelines for corporate color standards, or color preferences?

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Your Site

1. Do you need a logo design or redesign of your current logo?

[ ]  Yes [ ]  No

1. Do you currently have a motto or slogan in use? Do you want one?

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1. Do you need a blog?

[ ]  Yes [ ]  No

1. What are your main goals for the project?

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1. Are there any specific requirements that MUST be incorporated in the homepage?

(ie. special features, unique programming, specific images, videos, etc?)

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1. What is the FIRST thing you want your customer to see/do when visiting your site, what’s the primary “call to action.” (ie. promote featured product, push special offer, present main service offering, sign up, join now, etc. Please be detailed…)

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1. List 2 secondary “calls to action.” Same as above but secondary in importance.

(ie. Join our newsletter, learn about “XYZ”, etc.)

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1. What is the most important page or feature of your website?

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1. Please provide a list of the main links (pages) of your site that will be included in the menu that visitors will use to navigate your website…

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1. Do you have all written text for use on the site ready to go?

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1. What is your time-frame or desired launch date for the website? Are there factors that may affect launch or completion date? (ie. introduction of new products or scheduled promotion of the website)

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1. What is your budget for this project?

[ ]  $3,000–$5,000 [ ]  $7,000–$10,000 [ ]  $12,000–$18,000 [ ]  $25,000–$40,000+

1. Anything else we should know about?

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