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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