



WEB SITE CREATIVE BRIEF WORKSHEET

Answer the questions on this worksheet as best you can. An effective creative brief provides the basis for a great site. The information gathered in the next step, the **discovery process** (client survey, research, and/or interviews), will provide you with complete answers.

GENERAL INFORMATION

Company: _____

Address: _____ email: _____

Primary Contact: _____ Phone: _____

Domain Name Options: _____

PROJECT SUMMARY:

State general project information, goals, and relevant background information for site design—a statement overview of the project as a whole.

What is the single purpose of the new site? _____

What are the secondary goals of the new site? _____

What are the long-term goals? _____

AUDIENCE PROFILE:

Who is your target audience? (Choose a typical user and provide enough detail to enhance the understanding of the audience as a whole. Include occupation, age range, gender, online frequency, online activities and any other relevant information. Profile more than one if applicable.) _____

How do they keep informed? _____

What do they care about? _____

What do they do online on a daily basis? _____

What is a typical task the user might perform on your new site? (For example: register, log-on, search for information, buy a specific product, send their email address, call for more information, etc.) _____

Where else do they shop? _____



PERCEPTION/TONE/GUIDELINES:

What does the target audience currently think and feel about the company? _____

What does the target audience currently think and feel about the current web site? _____

What do we want them to think and feel? _____

How will this new web site help to achieve this goal? _____

What adjectives can be used to describe the way the web site and company should be perceived? _____

COMMUNICATION STRATEGY:

What is the overall message you are trying to convey to your target audience? (For example: cost-effective, secure, reliable, efficient, etc.) _____

State a single-minded word or phrase will appropriately describe the site once it is launched. _____

COMPETITIVE POSITIONING:

How you are different from your competition and the factors which will make you a success? _____

How is your company or your web presence different from your competition? _____

What areas of the current site are successful and why? _____

MANDATORY ELEMENTS: *Please list any elements that must be on the site (e.g., logos, phrases, pictures links, colors, etc.).*

