

Creative Brief Survey

Contact Information

Who are the members from your organization who have final approval on the creative and architecture portions of the project? Please list names, titles, email addresses and phone numbers and describe their involvement.

Name:
Title:
Email:
Phone:

Organization Information

Please describe your company or organization in a few sentences:

What makes your organization special/distinct/unique/successful?

Existing Web Site

If you have an existing web site, what is the URL:

In what ways is this site falling short? What would you like to change, add or subtract?

Purpose and Goals for Web Site

Use a few adjectives to describe how the user should perceive the new site. (Examples include corporate, casual, fun, innovative, cutting edge etc.) Is this different than the current image perception online (if you have a web site)?

If you are redesigning an existing site, what are the main reasons for doing so (failure to comply with site design standards, outdated site, expanded services, different audience)?



What are your goals? Please consider the top three things you must achieve with the new site, what message the site needs to convey, what main problem the site will solve etc.

Describe the various audiences that will visit your site. Please address age, occupation, education level, financial status, gender bias, how often each user type is online, when, and what they use the web for. Use as much detail as possible in profiling your target user.

Audience Goals: What will make your site a success and keep people coming back (think from your audience's perspective - what is the audience expecting from the site, what information, products and services do you think visitors will find most valuable)?

Design Style and Branding

Please describe five web sites you think are professional and a pleasure to use. Further, please explain why you think so:

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-
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Does your organization have an existing logo? If not, should a logo be created for this site? Please provide an electronic version of the logo in a scalable vector format (ai, eps, cdr).

Does your organization have a Style Guide (or set of rules) that govern web site design?

Should we be consistent with any existing directions established in overall branding, print pieces, with the current site (if applicable)? Describe the consistencies you would like to maintain with these areas.

Does the organization have a pre-existing color pallet that we must use? If so, please provide the Pantone or RGB values. Are there specific colors that must be avoided?

Does your organization own any photos or illustrations that can be leveraged online? Should specific images be avoided (examples: used by a competitor, overused in your industry, you've already used and don't want to repeat etc.)?

Do you have a specific budget for the purchase of stock imagery for use online? If so, what is the budget?

Are there specific fonts that must be used whenever possible? If so, please provide the font or a detailed description of the font and the specific usage rules. Please note that dynamic text (i.e. navigation, flyouts, headers, and content) are limited to the fonts typically installed for Windows and Mac users- Arial, Helvetica, Verdana, Tahoma, Trebuchet MS, Georgia, and Times New Roman.

Content and Navigation

What is the basic structure of your content, and how do you anticipate it being organized? i.e. what are the main navigational items that will appear on each page, for example:

Home | Company | Products | Support | Contact Us

If possible, please try to limit the number of main navigational items to a maximum of eight due to screen resolution constraints (there are no limits on the number of child pages that fall under any of the main navigational items).

Time Frame and Web Site Launch

What is your time frame for producing and launching the site?

Other Considerations