

## **Part I – The Creative Brief**

Text in blue is an aid to filling the brief – feel free to delete it as you go through. This brief is divided into three parts – the Creative Brief and the Technical Brief form the main parts of the brief. Part I is a general design/creative brief. Part II should be completed as far as possible to provide a better understanding of what you want the site to do. Part III provides you with an opportunity to add any further comments. Answering the questions on the worksheet will effectively build the skeleton for your brief. Please provide as much information as you can so we can develop as accurate a picture as possible of what you require. If you can't answer all the questions, don't worry, either ask us or send us the brief anyway! On completion, please return to: [sales@redcentaur.co.uk](mailto:sales@redcentaur.co.uk).

### **Project Summary:**

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

1. What is the basic overview of the project? Briefly include background information if relevant.
2. What is the single purpose of the new site?
3. What are the secondary goals of the new site?
4. What are the long-term goals?

### **Audience Profile:**

Profile the target audience. Provide enough detail to enhance our understanding of who the audience is. Include some user demographic information. Your goal with this section is to answer the following: Who is the target? What do they care about? And what they do online on a daily basis?

1. Who is your target audience? Choose a typical user and profile in detail. Include occupation, age range, gender, online frequency, online activities and any other relevant information. Profile more than one if applicable.
2. What is a typical task the user might perform on the new site? For example: register, log-on, search for information, buy a specific product, send their email address, call for more information, etc.

### **Perception/Tone/Guidelines:**

How do you want your target audience to respond to your new online presence?

1. What does the target audience currently think and feel about the company and the current web site?
2. What do we want them to think and feel?
3. How will this new web site help to achieve this goal?
4. What adjectives can be used to describe the way the web site and company should be perceived?
5. What are some specific visual goals the site should convey?

### **Communication Strategy:**

How will we convince them?

- What is the overall message you are trying to convey to your target audience? For example: cost-effective, secure, reliable, efficient, etc.
- How will you convey the overall message? For example: effective messaging through copy, directed path towards goal, specific offer on homepage, etc.
- Identify stages of development (if appropriate) used to execute goals.
- How will you measure the success of the designed site?

### **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 specifically sets you apart from your competition?
- What areas of the current site are successful and why?

### **Targeted Message:**

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

## Part II – Technical Brief

These questions will help to determine larger-scale technology issues which may include high-level programming & back-end needs. Clearly, the more complicated your needs, the more complicated the web design.

1. Do you currently have a web site that you want redesigned?

- Yes (Please give the current web address)
- No

2. Will you need any of the following?

(Check all that apply, and describe briefly)

- Web site logo
- Hosting service
- Search Engine optimisation
- Photography
- Graphics and imagery
- Search Engine (site-wide search facility)
- Personalization (log-in/cookie set)
- Registration
- Security Features
- Survey/Voting Tools
- Newsletter Distribution

(Please describe in detail below or on attached sheets)

3. Will there be any e-commerce transactions on the site?

- Yes (Please describe in detail below or on attached sheets)
- No

4. Will you be using a content management system to update the site?
- Yes (Please describe in detail below or on attached sheets)
  - No

5. Does the site need to integrate with any pre-existing database system? If so, what kind of database is currently being used? (e.g., FileMaker, MS Access, SQL Server, Oracle, MySQL, etc.)

6. Will you be using any scripts or code that has already been established?
- Yes (Please describe in detail below or on attached sheets)
  - No

**Part III – Additional comments**

Please add below any further comments you think would be useful.

---