



Thank you for considering our studio for your next project. Ready to get started?

This Creative Brief is designed to help focus your project and goals. This may not be the most fun or glamorous part of the process, but the better informed we are the more effectively we can move your project forward. *Completing this document does not obligate you to work with us. Please use Acrobat or a similar PDF software to fill this form, do not open in a word processor or online office suite such as Google Docs. Choices with an asterisks alert to potential hurdles in cost or time to deploy.*

We understand this may be a lot of information to ask up front. If you feel a question is not pertinent or addresses a decisions not yet made feel free to leave a blank. Ready, set, go!

Tell us about yourself

Please provide contact information for the person requesting the quote. We understand this may not be the same person we will work with day-to-day or from whom we will receive approvals.

1. Your Name

2. Your Title

3. Your Company or Organization

4. Your email address

5. Your phone number (if not a direct line please include your extension)

6. Name of person who will provide approval for final execution?

7. Please list any third party—such as a marketing agency—involved in the project.



Project summary

1. Summarize the product, service, or event intended to be provided or promoted.

2. What are the fundamental issues you want to address or improve with this project?

- 3a. Is this project part of a redesign, refresh, or update?

Yes No

- 3b. If yes, approximately when was the previous iteration released? _____

4. What mandatory item(s) or information must be included?

5. Will this site utilize community or social networking features such as profiles, commenting, RSS feeds, forums, or other user-generated content?

Yes* No

6. Will this site include media-intensive features—audio, video, podcasting, or rich media?

Yes* No

7. Do your plans for this site require the accommodation of advertising space?

Yes No



Objectives

Conveying a well defined set of goals allows us to propose the most direct path to success.

1. What objective(s) must you achieve with this project?

2. Please rank the priority of these objectives.

3. Can you suggest a strategy or position to achieve your objectives?

4. What metric for success has been established for this project?

Response

We like to be thorough and match the best people to the client and project. Because of this, it generally takes one or two weeks to assemble an appropriate response. If your needs dictate a more immediate response let us know and we will do our best to accommodate.

I'm OK with the standard response time.

Chicken Little! I need this quote no later than _____

Involvement

Clients have levels of need. While we most commonly see a project from concept to market, occasionally clients retain us to shepherd them through a specific stage, to introduce new concepts, or to work as a partner alongside their agency or in-house design team.

What level of involvement will you require from us?

I need your studio to guide this project from cradle to grave.

A fresh perspective on the design phase is what I'm after.

Our designers have skills, but not time. I need help with production.



Budget and schedule

We understand your budget might not be information you readily share. However, this information allows us to supply a realistic response upon which you can act, as well as eliminates the back-and-forth of modifying the estimate to fall within the budget.

1. What is your established budget for this project?

- 2a. May this project be staged to account for budgetary or time constraints?

Yes No

- 2b. If yes, will each stage have an independent time line and budget?

Yes No

3. What is the target date to have this product in market? _____

4. Are there events—a product launch, trade show, marketing campaign—which could impact scheduling?

5. Do you have content such as photography, copy, and artwork prepared for this project?

- Everything is ready to go.
- I have some of it.
- Nothing exists—I am starting from scratch with this project.

6. If you have only some or none of your content ready, do you have a strategy and the resources to create and prepare content or will you need assistance?

- I have my bases covered.
- I need help creating and preparing content.*



Tell us about your audience

Demographics can dictate design elements and feature sets your users will appreciate and respond to positively. Provide any information you have regarding your audience; occupation, gender ratio, average age, nationality/location, lifestyle preferences, etc.

1. Whom is your primary target audience?

2. Do you have a secondary audience to target?

3. What audience needs—an interest in subject matter, desire to help a cause, provide a service—must this project address?

4. What points should be avoided in talking to the target audience?

5. Does your target audience have preconceptions about your brand, product, or service?

6. What is the primary response—search for information, create an account, make a purchase—you want from your audience?

7. Can you provide analytic data or focus group results for your current site



About your brand

Repetition builds mind share. Our goal is for this project to create a cohesive connection with your brand. Maybe you want to be perceived as accessible and friendly, or maybe you're sleek, modern, and exclusive. Which ever direction you choose, we need some information to point us in the right direction.

1. Summarize the feelings or brand attributes you want this project to evoke?

2. How does your brand differentiate itself from the competition?

3. What look and feel—minimal, textural, traditional, urban, accessible, personal—are you striving for in this project?

4. Is this piece unique or will it need to adhere to established brand standards?

- This must strictly adhere to established branding.
- This project needs to portray a unique perspective from our brand.

5. Do you have a Brand Standards Guide available?

- Yes No

6. Are you satisfied with your current branding?

- Yes No



Lay of the land

Now it is time to get your take on your competition as well as gauge your general likes and dislikes.

1. Which products or services currently in market do you consider direct competition?

2. What strengths or weaknesses do you perceive in your competition?

3. Do similar products or designs currently exist in the market which you gravitate towards?

4. Aside from competitors, list examples you consider "best-of" from any industry?

5. List any design elements or features you specifically do not want to see in this project?

Compatibility

We design web sites with a mind set of performance and longevity. To achieve this goal, we have adopted standards-based development practices as the basis of our workflow. As a result, older and non-compliant browser may render pages differently or with higher latency than modern, standards-based browsers.

- My site needs to appear the same in older and less popular browsers.*
- To the future...and beyond! It's OK if my site does not look or perform as well in older or less popular browsers.



Your current site

1. What is your current URL?

2. List two or three web sites and what it is about each you most like.

3. Within reason, roughly how many pages does your current web site number?

4. Which aspect of your current site is the most successful?

5. What is the least successful feature or section of your current site?

6. Are there any needs you feel your current site does not fulfill for your audience?

7. Do you plan to repurpose the content currently on your web site?

Yes No

8a. Has your site undergone usability testing?

Yes No

8b. If yes, what methods—formal lab testing, informal field testing, prototyping—were utilized and what results were observed?

9. Who will be responsible for maintenance after web site publication?

10. Have you contracted a vendor to provide SEO services?

Yes No



Technology

Still with us? Good. Time to talk tech. Sharing some of the inner workings to your current web site helps us gauge the time and resources necessary to work with your infrastructure.

1a. Is your site currently published via a CMS or other publishing platform?

- Yes No

1b. If Yes, what CMS/publishing platform currently powers your site?

2. What do you most like or dislike about your current CMS/publishing platform?

3a. Do you want to deploy a new CMS/publishing platform?

- Yes No

3b. If yes, have you chosen a solution or will you need recommendations?

- I have selected a CMS/publishing platform.
 I need recommendations

4. Will we be required to provide your staff technical training in the use of the new CMS?

- Yes* No

5. Does your site use third-party integration points—interfacing with a CRM, e-commerce, maps, social sites—or make calls to other third-party API's?

- Yes* No

6. List any other technology requirements.



Final thoughts

Please share your thoughts in the space provided below regarding anything not addressed elsewhere in this document.

The end

Wow. You made it—we knew you were a winner! This was a lot of information, but we appreciate your time. Now, don't forget to retain a copy of this document for your records.

Please attach notes or supporting documents—Brand Standards, samples, screen caps—which you think reinforces the information provided and send it all to Info@JeffSauger.com.

So what is the next step?

We will review the information provided and formulate an estimate. Should we need more information we will be in contact with you. For larger, or more involved projects, it may be most appropriate to schedule a face-to-face meeting.