|  |  |
| --- | --- |
| **Client Name** | **Date** |

**WEBSITE DEVELOPMENT CREATIVE BRIEF**

**Purpose of the website:**

|  |  |
| --- | --- |
| **Now** | **Later** |
| 1. **Create a strong first impression**   * Inspire people to want to be involved with us * Build brand equity   2. **Support the Business Development process**   * Move a prospect closer to becoming a client * Clearly show that we are legitimate agency * Explain who are, what do we do, how do we do it, what do we stand for * Explain what makes us different, better | * **Improve Client Service efficiency** * Real time reporting for clients * Video conferencing * Remote training * Knowledge centre * **Recruit new employees** * **Solicit client testimonials** |

**Success criteria:**

|  |  |
| --- | --- |
| **Now** | **Later** |
| * Unique visitors (must visit >1 pg for more than 1min) * Time spent and pages visited, time per page * <70% of clients have visited website * Repeat visits * Conversion (prospect becomes a client) * Advocacy (prospect or client tells others about website/Company Name) | * Real-time reporting client satisfaction score * % of new hires who visited website before joining |

**Who will the users be?**

|  |  |
| --- | --- |
| **Now** | **Later** |
| * Potential & current clients * Potential & current employees * Competitors * Consultants * Suppliers * Friends |  |

**Who do we want to target?**

|  |  |
| --- | --- |
| **Now** | **Later** |
| * Potential clients * Current clients | * Current clients * Potential & current employees * Consultants |

**What are their needs/priorities?**

|  |  |
| --- | --- |
| **Now** | **Later** |
| * What makes us different, better * Client testimonials * What products & services we deliver * Who we are (team), how do we do it, * Our vision, purpose, values * Proof of legitimacy (Member of \_\_\_\_), Code of Ethics) * Contact info * Map of how to get here * Parking instructions * Pricing/costing * Privacy policies and info * Info on fundraising ideas | * Access to real time reporting tools * Video conferencing * Remote training * Virtual tour * Tips on calling, how we do what we do, links & resources, how to select a vendor * List of useful articles * Community boards/message centres * Expert on call |

**What are our needs/priorities beyond those above?**

|  |  |
| --- | --- |
| **Now** | **Later** |
| * List of accomplishments (focused on the ultimate cause & the people we help) | * Recruiting strong candidates * Running boards:   + Largest donation to date   + Best caller * Photo/bio/taped calls from best callers |

**What are the content buckets?**

*Note: Do not worry about the names of the buckets – those will be refined in the next week as we do the site map.*

|  |  |
| --- | --- |
| **Now** | **Later** |
| * **Home Page**   + Brief opening Flash   + Communicate our purpose/big idea succinctly   + What makes us different * **About Us** * Who are we (key people) * What do we do * What’s unique about us * **Clients** * Identify & support our clients causes * Link to their sites * Client testimonials * **Contact Info** * Contact info details * Map to our office/Parking instructions ready to print on 1 page * **Related Content not to be on website** * Ready-to-go emails of HTML content with key portions of the website for Sales Reps ready to send. Should link people to the website. | * Flash demo on how we work * Some kind of emotional story/demo to show that we care about “making an impact” and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ * President’s message (video is a maybe) * Case studies * Photo/bio/taped calls from best callers * Running boards: * Largest donation to date * Best caller |

**Design considerations, elements we want to include:**

|  |  |
| --- | --- |
| **Now** | **Later** |
| * Site needs to be scalable/expandable * All elements (design & copy) should show that we are innovative, unique, different * Impactful photo(s) on front page * Give user choice of HTML or Flash on splash page * Flash intro must be powerful, simple and quick * Use Photographs more than words * Showcase the impact we make (pictures, photos, testimonials, videos etc). * Color preferences– we like white backgrounds (simple, clean) * Personal/humorous touch in Bios |  |

Details on opening Flash Intro & Key Visuals:

**Communication Objective:**

To clearly and with impact communicate that we care about \_\_\_\_\_\_\_\_\_\_\_\_

**Desired Flow:**

A series of high-impact photos showing the people our work impacts and ending with an inspiring photo that clearly communicates that “*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”*

**Photographic criteria:**

* Use close-up portraits as much as possible(color or BW)
* Eye-contact with subject and an emotional connection are critical
* Market segments we should showcase
  + XXX
  + XXX
  + XXX
* Talent/shots required at minimum:
  + XXX
  + XXX
  + XXX

**Possible QUOTES to end with:**

**Examples of good/bad websites:**

|  |  |
| --- | --- |
| **GOOD websites** | **What we like about them** |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **MEDIUM websites** | **Comments** |
|  |  |

|  |  |
| --- | --- |
| **BAD websites** | **What we don’t like** |
|  |  |

**Suppliers/agencies/in-house resources available:**

* + XXX
  + XXX
  + XXX

**Budget:**

$XXXX agreed with agency for a fairly basic Flash site as part of her package that included developing. Need a re-quote for a combo Flash-HTML split site.

**Roles & responsibilities:**

|  |  |
| --- | --- |
| Name | Project leader |
| Name | Final approvals |
|  | Providing input/perspective, |
|  | Will get the site live and do the testing. |
|  | Creative design of site, key visuals |

**Timeline:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Start** | **End** | **Owner** |
| Develop Project Brief | 2/27 | 3/2 |  |
| Gain President, VP Marketing alignment to Project Brief | 3/2 | 3/3 |  |
| Brief agency (on key creative elements) | 3/3 | 3/3 |  |
| Design site map/architecture & align with President | 3/3 | 3/5 |  |
| Copy development & align with President | 3/8 | 3/11 |  |
| Static page design development | 3/4 | 3/10 |  |
| Company Name stakeholders digest and get aligned on feedback | 3/10 | 3/16 |  |
| HTML coding | 3/15 | 3/30 |  |
| HTML site testing | 3/31 | 4/01 |  |
| **HTML Site Live** | **4/02** |  |  |
| Flash coding | 4/01 | 4/14 |  |
| Flash site testing | 4/15 | 4/16 |  |
| **Flash Site Live** | **4/19** |  |  |
| Register site with search engines | 4/26 |  |  |

**END**