|  |  |
| --- | --- |
|  **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**