



Project Creative Brief

Company Name 3 dog pet supply

Project Stake-holders (decision makers)

Name Mike Quartararo Email mikeq3dog@gmail.com

Name Chris Roberts Email alexmonday1000@gmail.com

Current Website (yes / no)

Website Address www.3dogpetsupply.com

Project Name 3 dog

Project Summary (describe what you are looking for)

build a visually appealing exciting commercial web site that
shows our high quality products in a high quality way.with all of the functionality
and user friendly features

Current Situation (If you have a site, what do you feel isn't working, what needs to be improved on, what is working, etc.? Why is the project needed and what would you like to achieve?)

Target Audience (who is your customer?)

45% of american households who own dogs..any and all dog owners

looking for quality...shelter dog , rescue dog owners

Goals (if they visited the site, what would you gauge as a success? ie. they purchased something, they called, they filled out an interest form, they booked a reservation).

looking for engagement,,,but really conversion. we will not have

a lot of other non commercial compelling content to engage them..

purchasing/conversion is the goal

Must Haves (colors, policies, etc.)

high quality imagery and product merchandising, easy straight forward site navigation,

simple and easy check out, name/email capture, ability to

change pricing to run promotions/etc. , tablet smart phone usability ,SEO optimized

Competitors and/or sites you like

www. westpawdesign.com

www. _____

www. _____ + / -

Applications needed (check all that apply)

Blog
E-commerce
Reservations
Event Calendar
Photo galleries
Video galleries
News
Dealer/Retailer/Customer locator
Social widgets (most recent FB posts, tweets, instagram)

Custom Apps (yes / no)

If yes, describe your need

Do you have these Files?

Logo (yes / no)

Photos, graphics (yes / no)

If no photos/graphics/logos

Stock photo budget (\$250/500/1000)

crowdsourced logo (\$500)