



Project Creative Brief

Company Name

Project Stake-holders (decision makers)

Name

Email

Name

Email

Current Website (yes / no)

Website Address

Project Name

Project Summary (describe what you are looking for)

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?)

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).

Must Haves (colors, policies, etc.)

Competitors and/or sites you like

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)