
THE CREATIVE BRIEF WORKSHEET

Answering the questions on this worksheet will effectively build the skeleton for your creative brief. The information gathered in the Discovery process (Client Survey, research, interviews) will provide you with the answers.

Project Summary:

State general project information, goals, and relevant background information for the site redesign. This paragraph should be a statement overview of the project as a whole.

1. What is the basic overview of the project? Briefly include background information if relevant.
2. What is the single purpose of the new site?
3. What are the secondary goals of the new site?
4. What are the long-term goals?

Audience Profile:

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information. Your goal with this section is to answer the following: Who is the target? What do these people care about? And what do they do online on a daily basis?

1. Who is your target audience? Choose a typical user and profile in detail. Include occupation, age range, gender, online frequency, online activities, and any other relevant information. Profile more than one if applicable.
2. What is a typical task the user might perform on the new site? (For example, register, log on, search for information, buy a specific product, send their email address, call for more information.)

Perception/Tone/Guidelines: How should your target audience to respond to your new online presence?

1. What does the target audience think and feel about the company and the current website?
2. What do we want them to think and feel?
3. How will this new website help achieve this goal?



4. What adjectives can be used to describe the way the website and the company should be perceived by the target audience?

5. What are some specific visual goals the site should convey?

Communication Strategy: How will we convince the target audience?

1. What is the overall message you are trying to convey to your target audience? (For example, cost-effective, secure, reliable, efficient.)

2. How will you convey the overall message? (For example, effective messaging through copy, directed path towards goal, specific offer on home page.)

3. Identify stages of development (if appropriate) used to execute goals.

4. How will you measure the success of the redesigned site?

Competitive Positioning: How you are different from your competition and the factors that will make you a success.

1. How is your company or your web presence different from your competition?

2. What specifically sets your company apart from your competition?

3. What areas of the current site are successful and why?

Targeted Message: State a single-minded word or phrase that will appropriately describe the site once it is launched.

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