Introduction

Communication is always the key to a successful project. This Creative Brief will help you organize the overall goals for your project in a way that we can understand and use to accurately provide you with an estimate. Please fill out this document to the best of your ability. If there is a question that doesn’t make sense or doesn’t apply to your project, feel free to leave it blank. Once we get all of the information we need, we can begin preparing a quote or set up a phone conference to get in to the specifics. Once complete please email it to sales@myguysolutions.com

Contact Information

Your name:

Your business or organization name and location:

Your email address:

Your business phone number (including area code or country code):

General Project Information

What is your current (or intended) web address or URL?

What is your desired launch date for this project?

Do you have a budget already established for this project? If so, please indicate your budget below.

Can the project be divided into phases to account for budget and timing constraints?

Will you require XHTML/CSS templates of the home page and/or interior pages that will then be passed along to developers for implementation? Do you have existing Photoshop templates that you would like us to build out?

Site Redesign Information (If this site is not a redesign, please skip this section)

What is your main goal for this redesign (i.e., provide a better user experience, update the site's look and feel, target a different audience)?

Are you looking for a new logo and branding for your site or are you satisfied with what you have in place?

Which aspects of your site do you feel are successful and why?

Which aspects of your site do you feel are unsuccessful and why?

Do you plan on using content from the existing site and if so, which portions?

Project Goals

Briefly describe the site's concept and what service it seeks to provide:

What is your main objective or reason for this project (i.e., promoting a new product/service, making the site user friendly, targeting a specific audience)?

Are there any other considerations that could impact the project schedule (i.e., new product launch, trade show, marketing campaign)?

Target Audience

Describe a typical user that will visit your site (provide more than 1 profile if applicable):

What action(s) should the user perform when visiting your site (search for information, sign up for an account, purchase a product/service)?

Do you know how many people visit your site on a daily, weekly, or monthly basis?

Look and Feel

To the best of your ability, use words to describe the end result of your project's look and feel (i.e., clean, balanced, modern):

List two or three other sites you like and why:

How does your company set itself apart from the competition (please provide competitor URLs)?

Are you looking for any specific color schemes? If not, what sort of palates do you prefer, if any?

Content

To the best of your ability, please tell us how many pages your site has:

Will the site contain static pages or are you looking for a Content Management System that will allow you to add content as you see fit?

Will your company provide the content for the site or will it be provided by a third party?

If using a third party, who is responsible for content auditing and approval?

Is there any existing content that needs to be included in the site (i.e. from a database or existing content bank)?

Technology

Please describe your browser requirements (i.e., "We need this to work in IE6, Safari, and Mozilla Browsers”):

Where your site is currently hosted?

Please describe the hosting environment, including Platform and Server type (i.e. linux/unix/windows server, shared/dedicated hosting environment):

Are there any specific technologies you would like to see incorporated into the site (i.e., JavaScript, Flash, streaming video)?

Does the site require an e-commerce solution or an online store?