CREATIVE BRIEF WORKSHEET

Every customer is unique and so are the challenges you face. So we want to make sure we come up with a custom solution that fits. Your answers to a few key questions will help us craft a proposal that will meet your needs and satisfy your budget. Simply complete this worksheet document to the best of your ability and e-mail it to sales@sdgagency.com

Please allow us 1-3 business days to respond.

Who are you?
Please provide us with a few key pieces of information.

Your name and title:
ANSWER

Business or organization name and location:
ANSWER

Your e-mail address:
ANSWER

Business phone number (including area code/country code):
ANSWER

Our typical response to project requests is within 3-5 business days, depending on the amount of backend research we need to do. If we need to hustle, please indicate so below. Place an "x" on the appropriate option below.

[   ] We're on a tight deadline. Faster would be greatly appreciated!
[   ] No panic, within the normal response time is fine.

About your company
Briefly tell us a bit about who you are, what you do and why it's important.

ANSWER

Do you have an existing website? What is its address (URL)?

ANSWER

Tell us about the primary business problem you are trying to solve with a site redesign? If this is a new site, what is its purpose? What should it help you accomplish?

Who do you consider to be your competition? List two or three competitors and their website addresses. What do you think are the main strengths or weaknesses of each site and their products/services?

In your own words, tell us what makes you different from your competition?

Who on your end will be responsible for helping guide the project through to completion? Who will handle maintaining the site after it is launched?

How many people from your company will be involved in the design process? Who has the final say? When will that person be involved in the creative process?

Your audience

As best you can, tell us a little about the primary and secondary audiences for your website? This might include gender, age, income bracket, general interests, and any other relevant demographics/psychographics, etc.

What does your audience currently think of your company or your products? In your own words, tell you what you would like them to think. For example - if you're product/service was a hotel, how many stars do you have?

What is the primary goal you would like users to take when visiting your site? This could be registering for a membership, downloading software, reading editorial content, purchasing a product, etc.

What needs of the intended audience does (or should) your site fulfill?

What needs of this audience are currently not being met? Have people reported any specific problems to you?

Has your site undergone any formal usability testing? If so, please provide any information on the methods used and the findings of the tests.

Do you have any recent site statistics for your site that you can share with us? How do you plan on measuring the success of your site redesign/new site?

About your brand
Your brand is not your logo — the logo is only a representation of the promise you make to your customers.

Describe in a few words or sentences the feeling you want to leave with your site audience. How do you want to be perceived and remembered? Examples might be: warmth, friendliness, excitement, caring, honest, humorous, professional, technologically savvy, trustworthy, reliable, etc.

Using adjectives and short phrases, describe your expectations for your site's "look and feel". This might be "edgy, classic, modern, crisp, traditional, subtle, understated, etc."

Features and project scope
What threats or opportunities does your business face? How do those relate to this project?

Does your plan for the web site include community-focused features such as discussion forums or some method for the site's audience to interact with each other? If so, who is or will be responsible for monitoring and maintaining this on a daily basis?

Do you plan on using streaming video or audio media?

Are you presently using a content management system to mange your site content? If so, please tell us which one along with its version. Are you happy with this system or is there functionality missing that you think is important?

Will this project include any e-commerce components such as an online store?

ANSWER

Do you have content ready for the site (text, images, and other media)? If not, when do you expect it will be ready? Do you need help with writing copy for the site?

ANSWER

Will the project require any custom photography or illustration work? Will we need to purchase stock imagery on your behalf as part of the project?

ANSWER

Objectives

What are your business objectives for this project? For example: generate 3000 prospects and convert 5 percent; raise awareness of your product among 20% of the target audience; increase internet sales by 10% over 6 months.

ANSWER

Time and money

If you're on a deadline with a finalized launch date, please tell us. If you expect the project to launch in phases, please tell us the proposed milestones and dates for each.

ANSWER

Please tell us your budget for this project.

ANSWER

NOTE: Although we understand if you prefer to not disclose the budget for your project during this initial stage that information does ensure that we can craft an appropriate proposal within your expectations. SDG typically accepts projects in the four, five-figure price range depending on needs, length and overall complexity.

Front-end design technology

Describe any special technical requirements you may have for your site.

ANSWER

We only use recognized web-standards to produce pages that are accessible, render quickly and are more lightweight than their non-standards counterparts. If you need to support users of older, non-compliant browser software such as Internet Explorer 6 or Netscape 4 you should be aware that we cannot guarantee that your site will look exactly the same as it will in newer browsers.

[   ] We need to support older browsers such as Netscape 4
[   ] Newer browsers (IE7, Firefox, Safari) only please.

Thank you!

Wow, that wasn't too bad! Thank you for taking the time to complete this worksheet - your answers will help us understand your needs better and allow us to prepare a suitable proposal. Save a copy using **your company name as the file name** and submit it to sales@sdgagency.com.

GOT ANY QUESTIONS, LIST THEM HERE!!