

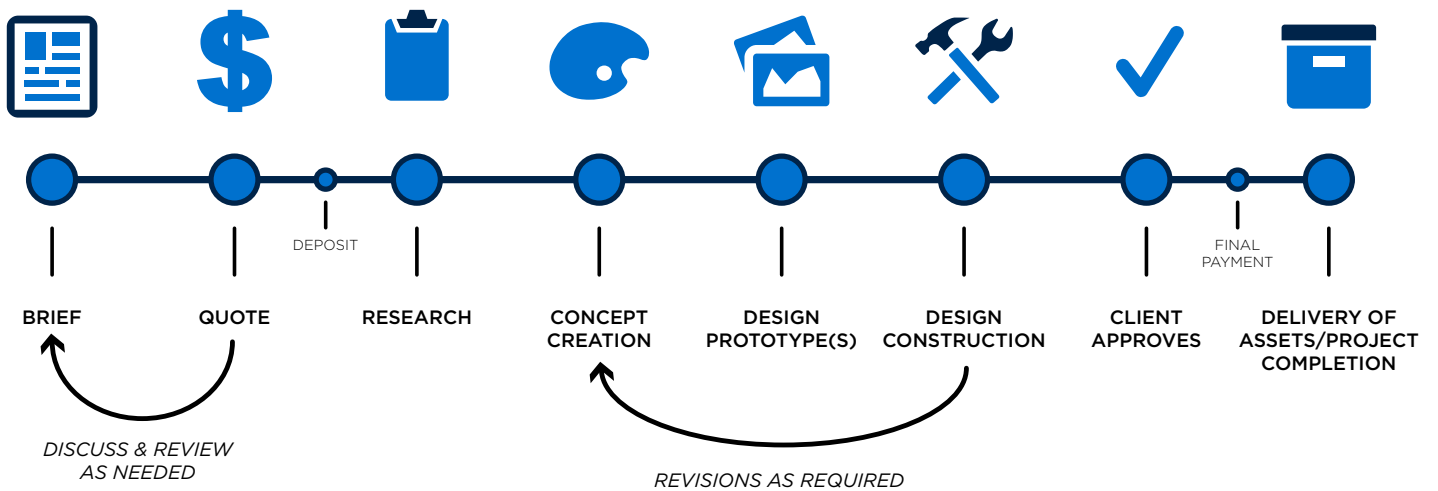


Project Brief

Client:
Contact:

Prepared On:

CTR Design Process





Brief Details - For All Projects

Client Business Background

Company Name, Address, & Website

What industry does your business operate in? (NonProfit, Consulting, Education, etc)

What does your business do?

Who are your customers?

Who are your competitors?

What makes you different from your competitors?



Brief Details - For All Projects

What are your overall business objectives?

What is your business ethos/guiding principles?

What marketing materials do you already have?

Do you have any current research or reports on your business?



Project Objectives & Details

Project Title

What problem are you trying to solve?

What do you want the project to achieve?

What message are you trying to communicate?

How will you use the work that is being designed?



Project Objectives & Details

How will you measure success?

Target Audience

Who is the audience for this work?

Is this audience already familiar with your business or is this targeting a new audience?

Have you targeted this audience in the past? If so, what were the results?



Project Objectives & Details

Design Constraints

Does this work need to fit with any other existing designs?

Any specific requirements we need to be aware of?

Creative Direction

What sort of mood or tone should this work have?

Do you have an example of work you would like to emulate or draw from?

Are there any major elements or directions you want to avoid?



Project Objectives & Details

Copy and Images

Who is responsible for providing the copy?

What images need to be included and who will be providing them?

What logos will be included?

What elements need to be created?

Specifications

What size and format does the work need to be?

Will it be printed or on screen only?



Project Objectives & Details

Budget

How much money is budgeted for the project?

Timeline

When does the project need to be completed?

What are the deadlines for each stage of the project?

Contacts

List the client stakeholders and their responsibilities.

What is the best way to contact them?

Who has final approval authority?



Project Objectives & Details

Deliverables

What final assets do you expect to receive at the completion of the project?



Website Specific Elements

Stakeholder Listing with Responsibilities.

Any existing partners or vendors we need to work with? Previous designer, hosting provider, DNS administrator, etc.

Are there any legal issues to consider?

Do you own all the rights to elements on the site?

Who will be updating and promoting the website?

Are we updating an existing website or creating a new one?



Website Specific Elements

What level of technical skills does the customer have?

What is the maintenance budget if applicable?

If you have a current website, is there an existing site map? If so how many sections, how many pages, etc.

Website features

What elements need to be included on the site

- | | |
|---|---|
| <input type="checkbox"/> Animation | <input type="checkbox"/> Lead Generation Pages such as newsletters and webinar signup |
| <input type="checkbox"/> Audio / Video | <input type="checkbox"/> Members only section |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Optimization for mobile phones (Responsive) |
| <input type="checkbox"/> Calendar | <input type="checkbox"/> Photo and media galleries |
| <input type="checkbox"/> Business process streamlining and automation | <input type="checkbox"/> Shopping cart or other ecommerce |
| <input type="checkbox"/> Easy to update by non technical people | <input type="checkbox"/> Statistics / Charts / Infographics |
| <input type="checkbox"/> Email marketing | <input type="checkbox"/> Surveys |
| <input type="checkbox"/> Feedback / contact forms | <input type="checkbox"/> Other - <input style="width: 150px;" type="text"/> |
| <input type="checkbox"/> High SEO ranking | |



Website Specific Elements

Website Design and Style

Website design style

- Approachable
- Authoritative
- Caring
- Corporate
- Credible/Expert
- Elegant
- Fresh
- Funky
- Helpful
- Humble

- High-tech
- Modern
- Natural/Organic
- Playful
- Prestigious
- Simple/Clean
- Slick
- Sophisticated
- Stylish
- Other -

Style & Guidelines

Are there existing style or corporate guidelines to follow?

What colors do you have in mind?

Search Engine Optimization (SEO)

Top 5 search terms to target

Other relevant search terms



Website Specific Elements

Social Media

Is there an existing Social Media strategy in place? If so, is it tied to particular campaigns?

Social media account info (Facebook, Twitter, etc.)

Do any existing social media accounts have custom graphics?

New Social Media Accounts wanted for setup.

Content

What type of content will be on your website

- Audio / Video
- Photos
- Text



Website Specific Elements

What current format are these elements in?

What content is ready to go?

What content still needs to be produced?

Who is responsible for creating it?

Do you have any related marketing materials?

Current Website

What is your current Content Management System (CMS)? (eg, Wordpress, Drupal)

What do you like about your current site?



Website Specific Elements

What don't you like about it?

What level of traffic is your site currently receiving?

What data do you have on traffic/how do you track it?

How is your website performing against your goals?

Who is your current host and hosting package?

Are you happy with that service?



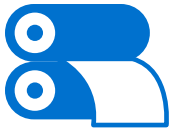
Website Specific Elements

Does it integrate with any third party applications & tools?

Additional Website Information

Provide examples of websites whose design and functionality you like.

Competitor Website Listing



Print Specific Elements

Stakeholder Listing with Responsibilities.

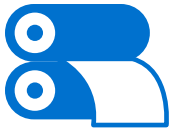
What is the additional print budget?

Do you have a preferred stock in mind for this project?

What is the anticipated quantity needed?

Will this need to be reproduced on-demand?

What elements are involved in production?



Print Specific Elements

What is the timeline for completion?

How is this piece being used? Is it a part of a campaign?

Are there any unique elements?

What assets other than the printed piece are need to complete production (mailing lists, etc)?