



Web Site Specifications/ Creative Brief

To better understand your business and how you wish to promote it via your website, please fill out the following questionnaire

YOUR COMPANY: _____

If you have a corporate marketing strategy, please describe it briefly:

LOOK AND FEEL (What kind of visual or written tone would you like your advertising to convey?)

A. What do you want site visitors to think/feel while visiting your site? What adjectives can be used to describe the way the web site and company should be perceived? What are some specific visual goals the site should convey?

B. What color scheme matches your product or company label? Are there logos, taglines, slogans, or brochures that this site must work with?

C. Circle any that best applies to your company image:

Conservative	Professional	Simple	Practical	Informational
Urban	Expert	Funny	Complex	Futuristic
High-Tech	Creative	Abstract	High End	
Contemporary	Formal	Artistic	Popular	

D. Other:

E. Is there any content that you will be providing for the site (ie pictures, or copy)?
If so what/what kind?

F. What visual input do you have to contribute to the process as it relates to colors, graphical treatment, shapes, and iconic treatment, conceptual ideas, etc.(i.e. "quickly recognizable", "do not like black", "I like lines" "I like pastels" "I like contrast" "I do not want a white background")?

COMPETITION (Who are your main competitors?)

- A. List your competitors and their web addresses, if known. Explain what you like/dislike about their overall web site.

- B. List any web sites you find captivating or persuasive. Describe what you find most appealing about these web sites. Please be specific.

- C. What specifically sets you apart from your competition?

- D. What niche does your product fit into in you product's market? Or does your company create a new niche?

- E. What is your promise? What is your call to action? Is there an user incentive if they act immediately?

TARGET MARKET (Who is your product/service and the campaign targeted to?)

A. Who are your products and service most targeted to?

- Lowest Common Denominator** [sites that people can access with any computer, monitor or browser not assuming any particular screen size, color depth or plug-ins]
- Majority Market** [sites that don't pander to the lowest common denominator, assume at least 800x600 monitor, sound and the most common plug-ins and technologies like JavaScript, Flash, etc.]
- Specific Groups** [people who have fairly predictable browsing environments]
- Other:**

B. In as much detail as you can provide, describe the demographics of the audience you wish to reach [i.e. age group, gender majority, income range, occupation types, online frequency, online activities and objectives, and any other relevant information]



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ORGANIZATION AND RELATED DETAILS

A. Do you have a domain name?

B. If applicable, do you have a host, or will you need one to be provided for you?

C. How many pages (roughly) would you like your site to have?

D. Would you like your site to be linked to any other sites? (please list)

E. What type of contact information would you like to include on the site?

F. Please list any other comments, concerns, or features you would like to see on the site.
(i.e. email listing, e-commerce, credit card processing, calculator)

G. When must this work be delivered? _____

H. Agree budget _____

I. Who needs to sign off on the final execution? Please list Name and Phone Number.

Thank you for taking the time to complete this form!