Creative Brief/Web Assessment

Worksheet submitted by: (Project Leader) _____ **Date:** _____

PROJECT INFO:

Customer Contact (Approval Authority/Lead): _____

Web Assessment Review Participants: _____

Project Name/Number _____

Date Received: _____ **Estimated Completion Date (What is driving this date?):** _____

Resource Estimates: (Hours/Budget Range and Value to Customer) _____

_____

PROJECT DESCRIPTION:

Project Objective/Request: (Preconceived expectations/ROI?) _____

_____

Design Objective/Theme and Tone (Creative Need/Page Components/Trends)**:** _____

_____

Target Audience/Buyer Persona(s): (Whom are we trying to reach? What are the audience concerns/needs? What obstacles communicating to the audience exist? What do we want the audience to think/do as result of using the product/service?) _____

_____

Desired Result: (What does customer want the site users to think, feel, and do?) _____

_____

Project Value/Strategy: (What are key features of customer's product/service? What are we trying to communicate?) _____

_____

Competitors: (Who is the competition? Websites to visit?) _____

_____

Critical design dimensions/technical issues: (Size, graphic, content restraints?) _____

_____

Potential maintenance/update issues: (How often will content be refreshed? By whom?) _____

_____

Copy/Edit: (Will customer provide final content with copy write and editing services? Vendor provided?) _____

Metrics/Data Insights: (How measure? KPIs?) _____

Known Issues to be Resolved: _____

_____

PROJECT STRUCTURE/SPECS:

Naming Convention(s) Specific to Project: (Branding or Identity Standards): _____

Hosting: (Where/How will project be hosted/located?) _____

Colors:

Approximate number of pages (If applicable):_____ **Browser(s):** _____ Version(s) _____ Mobile: _____

Fonts/Type:_____ **PMS/CMYK Colors:** _____

Creative Theme(s)/Color Schemes: _____

_____

Images/Graphics: (Are there any existing publications, brochures, or clip art that can be used for the project? Are they approved for social

marketing use?) _____

_____

Graphic Collateral: (Who are the contacts for receiving content/advertising/commercial images and creative assets via company or agency?)

_____

Communication Strategy: (What are current mediums used for product/service? How should the site/project reflect current or specific

communications?) _____

Legal: (Any legal requirements pertaining to logos, disclaimers, copyrights, etc.? Does the project require PR/Legal review? Who will manage

this effort?)_____

Animation/Multimedia: (Sound, video, real-time camera, counters, etc?) _____

SEO (Key Terms/Metaphors)**:** _____

Scripting: _____

Do not use:_____

Additional Comments: _____

_____

CONTENT LOG: (Action Items/Required Materials/Key Tasks)

Information Needed _____ Received:_____

Information Needed _____ Received:_____

Information Needed _____ Received:_____

Information Needed _____ Received:_____

MILESTONES:

Information Needed _____ Received:_____

Information Needed _____ Received:_____

Information Needed _____ Received:_____

Information Needed _____ Received:_____

PROJECT SIGNOFF: (Who will be involved in the approval process and at what stages? Who will provide final sign-off? Who, on the

customer side, will manage this effort?) _____

Design/UX: _____

Production: _____

Merchant(s): _____

Content: _____

Marketing: _____

Jill JJJill Seidelman
CreatCreative Brief /Web Assessment