

Website Redesign Creative Brief

Project Overview:

1. What is the goal of the redesign? (provide any relevant background)
2. What is the primary purpose of the redesign?
3. What is the secondary purpose of the redesign?
4. What are the long-term goals of the new version?

Audience Profile:

1. Who is the primary target audience? (include age range, gender, socioeconomic information, geographic location, etc.)
2. What are their cares and concerns?
3. What does the target typically do online each day?
4. What will the target typically use the new site for? (Will they need to register, log-on, search for information, buy a specific product, submit a comment or issue, call for more information, etc.)

Perception/Tone/Guidelines:

1. What is the perception of the company and current website?
2. How do we want them to think and feel after visiting the new site design?
3. How will this new design get them to have this perception and feelings?
4. What visual tone should the new design convey?
5. What are the mandatory's? (logo, graphics, etc.)

Communication Strategy: How will we convince them?

1. What message do we need to communicate to the target?
2. What is the desired response to this message?
3. How will success be measured for the redesign?

Competitive Positioning:

1. What is the company's competitive advantage?
2. What is the current site's competitive advantage?
3. How is your current web presence different from your competitors.
4. What has been successful with your current site design?
5. What has not been successful with your current site design?

Targeted Message: What word or phrase will describe the re-designed site?