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New Client Needs Analysis Form / CREATIVE BRIEF

Company and Market:

Name: _____

Company: _____

Position Title: _____

Work Phone: _____ Cell Phone: _____ Fax: _____

Address: _____

Email address: _____

Present URL (if any): www. _____

Company Details: _____

Current Situation: _____

Industry:

• Market: _____

• Demographics of market: _____

• Influences on buying or using company: _____

• Who are the current customers?: _____

• Why do your current customers buy from you?: _____

• Main Competitors _____

- What do you main competitors do better then you?: _____

- What do you do better then your competitors?: _____

Describe what is motivating you to act on this project:

- 1. To define, build and deploy an initial web site application ()**
- 2. To focus on enhancing an existing web site application ()**

Situational Analysis of Existing Website (if you checked number 2):

- Domain Name Registered? Y/N
- Current site: www. _____
- Host of current site: _____
- Name: _____
- Password: _____
- Size of current Site: _____
- Objectives of current Site: _____
- Current Site achievements?: _____

- What features of the current site would you like to keep?: _____

- What features of the current site don't you like?: _____

- How many people visit your website?... _____
- When do they visit your site?: _____
- How long do they visit the site for?: _____
- What feedback have you had about the site?: _____
- Current site developed by: _____

Site Objectives: (check all that apply)

- Establish a Web presence, increase marketing and product branding? ()
- Increase Sales ()
- Generate business leads ()
- Increase international presence of the organization ()
- Generate requests for information ()
- Support existing advertising, promotional efforts ()
- Offer customer service ()
- Build store or business traffic ()
- Provide latest information regarding new products/services, sales, special promotions and events ()
- Build a database for emailing ()
- Position the company as technologically advanced ()
- Provide directions to consumers ()
- How does the proposed site tie into company goals?: _____

- Will you sell a product or service online?: Y / N
- Will you provide a sample portfolio of products or work online?: Y/N

Proposed Site Plans:

- How do you envision the site achieving these objectives?: _____

- How many visitors do you hope to get to your site?: _____
- How big will your web site be? (How many pages?): _____
- What is your proposed flow chart? (Please draw sample on back or on separate paper of your ideas)
- Do you have a date you need this site completed? _____
- Do you have a site layout in mind?: Y/ N
- Will you need to outsource other professionals and do you have someone in mind?

Copywriter _____

Digital Photographer _____

additional Designer _____

Computer Programmer _____

others _____

- Have you decided what the main categories or sections will be on your site?:

- Will the categories link to products and services or to more general subject areas with sub categories?:

- Have you identified what subjects within the site might link to other subjects?:

- Will your web site offer interactive features to visitors? (videos, animations, games or other functionality): _____
- Will the site have contact forms?: _____
- Do you plan to have a guest book, shopping cart, order forms or calender of events?:

- Who are your competitors online?: (please list name and password if I need to log on)
- Of those, which competitor sites do you like and why?: _____

- What competitor sites do you dislike and why?: _____

Design Issues:

- Do you plan to do regular updates on your site?: _____
- Which two pages would you like me to design for the initial mock ups?
1: _____ 2: _____
others if neccesary: _____
- What are some existing standards from your current web site you would like to keep?: (if applicable)
(Please list elements for initial mock ups, complete list can be given during production process)
fonts _____
colors _____
graphics _____
- Do you have an existing corporate identity? _____
- Do you need me to design one?: _____
- Would you like a splash page flash animation to your site? (please describe your vision): _____

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- How do you want to convey yourself aesthetically (example, bright colors, soft muted tones, textures, patterns?):

- Are there certain color schemes, fonts, graphics, photos or artwork that identify your business?:

- Do you want your name and address to appear on your home page?: Y / N

- Do you want your name and address to appear on all pages of your site?: Y / N

- Please list Contact Information (name, address, phone, fax, email, address) to be listed on site:

- Would you like a link to your email?: _____

- Would you like to get an email address through your server to be forwarded to an email address?: Y / N

- What words would you like in the meta tags so users can search for you in a search engine? (list all you can think of that someone might use to search your business including adjectives, towns, verbs, descriptions, etc.):

Interactivity:

- Would you like rollovers? _____

- Animation (logo, graphic, animated buttons)? _____

- Would you like an flash animated splash page? (please describe)

- Sound clips and/or background sound? _____

Others: _____

Please refer two web sites for design considerations: (These sites don't have to be related to your business):

Describe any design considerations that you would like to be excluded:

What is your wish list for your site? (list everything you wish for either now or in the future):

Client: _____ Date: _____