

## **Creative Brief for Clarkson Paranormal Society (CPS)**

**Stakeholder:** Saraphenia Carr

**Desired Launch Date:** April 8, 2013

**Budget:** \$5,000

### **Summary**

This creative brief is intended to define the goals and objectives of the Clarkson Paranormal Society site development project. At this point in the project, the visual priorities, color and font choices, photography and page layout is undetermined. CPS would like to gather as many options as they can. For this reason, each three-person group in Comm341 Designs will develop their own site and layout visuals.

### **Overview**

Clarkson Paranormal Society, also known as CPS, is a paranormal research organization located in Northern New York. They are a group of friends, looking to prove to skeptics, the existence of ghosts. Their mission is to document evidence of ghostly phenomenon, where it exists, here in upstate NY. When ghostly phenomenon is found, they offer various services to catch and extract the ghosts.

### **Goals & Objectives**

- To promote the organization
- Provide contact Information
- Allow possible clients to book appointments
- List services available
- Provide case files
- Document news coverage
- Allow customers to purchase CPS gear

### **Desirables**

- Homepage
- Internal pages
- Responsive web design
- Contact form
- Form to schedule appointments
- Secure E-Commerce site

### **Audience**

- Believers of paranormal activity
- Skeptics of paranormal activity



- Local community
- Local news outlets

## **Information Architecture**

Home

About Us

History

Mission

Team (Member Photos and Bios)

Services

Case Files (Photos / videos of ghost hunts)

Methodology

In the News (Listing of local paranormal activity media releases)

Store

Contact Us

Contact Information

Schedule an appointment

Privacy Policy