Client Brief: Creative Waves

## Who are you?

|  |  |
| --- | --- |
| Company Name: Creative Waves  Website: [http://www.creativewaves.co.uk](http://www.creativewaves.co.uk/)  Telephone: ­  Email: [info@creativewaves.co.uk](mailto:info@creativewaves.co.uk)  Address: HUT 42, East Beach Studios, Worthing. | |

## Who are the stakeholders?

|  |  |
| --- | --- |
| Nadia Chalk (Co-founder & Director of Creative Waves) [nadiachalk@live.com](mailto:nadiachalk@live.com)  Vanessa Breen (Co-founder & Director of Creative Waves) [nessybreen@gmail.com](mailto:nessybreen@gmail.com)  Service User | |

## What is the company's background?

|  |  |
| --- | --- |
| Nadia and Venessa started Creative Waves in 2011. They are both professional artists, designers and art educators. Together they run this not for profit company with heaps of enthusiasm, passion and creativity.  *"We aim to inspire people and inject art into the community by collaborating and sharing our wealth of experience, talent & creativity."*  As professional artists/designers we have the talent & abilities to execute work to a very high standard. As educators and project managers for community art events we have the skills and enthusiasm to inspire and co-ordinate people with visual public art activities.  Offering affordable tailor made packages for all ages and abilities. Vanessa and Nadia are both trained Arts Award advisors.  Fully insured & DBS certified.  Nadia Chalk, artist, illustrator, designer. Studied fashion illustration at Epsom School of Art and Design. She enjoys inspiring and teaching children and adults to experiment with numerous materials, giving them the opportunity to fall in love with creative thoughts and processes. Nadia specialises in portraiture and welcomes private commissions.  [www.nadiachalk.co.uk](http://www.nadiachalk.co.uk)  Vanessa Breen, trained at Staffordshire University in Design, then worked as a project manager and in-house artist for a corporate art company. She now has a flourishing career as a freelance artist, working in a variety of media.  Passionate and keen to inspire others to explore their artistic ideas.  [www.vanessabreen.co.uk](http://www.vanessabreen.co.uk)  Location: HUT 42, East Beach Studios, Worthing is Creative Waves' base & art studio. Right on the beach it's the perfect place for our office! | |

## What are your values?

|  |  |
| --- | --- |
| Creativity  Wellbeing  Fun, quirky playfulness  Community  Approachable  Family Friendly | |

## What are the project goals and outcomes?

|  |  |
| --- | --- |
| Brand new design:  The company has grown, as now needs a fresh new website to reflect where they are today. Website design should reflect their values.  Brand new functionality:  They have trouble updating their website, and need something simple and easy to update. Website must be editable and easy to update.  They have tried to... “*adapt it as we have grown as a company, but it needs a massive overhaul. It's something that we've been trying to do for a while but have been too busy with work so it always gets put on the back burner.*” | |

## How have you been currently updating the website?

Have you been using software like Dreamweaver? Or do you login into a website to make updates?

|  |  |
| --- | --- |
| ​In between and around projects whenever there's a moment to spare and a free platform called WebDen. | |

## What are the current problems or changes you’re facing as a business?

E.g. “We don’t have enough customers”, “We’re getting negative feedback”, “our image isn’t creating the right impression”, “We’re not attracting the right kind of customers, “We’d like to get more people getting involved”, “we want to attract more funding”, “We want more people to attend/visit our events/artwork”, “we want more collaboration with other organisations”, “people don’t know where to find us”, “we would like to reach more people” etc.

|  |  |
| --- | --- |
| Our time is limited and social media seems to be the digital platform that people use rather than websites. | |

## What do you want users to do / see?

This is not what you want the website to do, but what you would like people to do.

|  |  |
| --- | --- |
| We want users to:   * Visit our events/exhibitions * Participation - Join in with our activities * Collaborate and/or volunteer * Book a private workshop (schools) * Connect and engage with us (Sign-up to our newsletter, Follow us on Social Media) * Provide further funding (Large support networks and organisations) * Provide fundraising (individuals and companies)   Make sure the audience captures the essence of our company and the ethos. Trying to document what we do as well as promote future possibilities. | |

## Who are your customers?

|  |  |
| --- | --- |
| 1. Mostly females 2. Families and children of all ages 3. Teachers and educators (who value creativity) 4. Vulnerable members of the community? Older people, people with disabilities, and mental health issues? 5. Adults of all ages seeking wellbeing and creative outlet 6. Within Worthing and surrounding areas 7. Health, wellbeing and lifestyle market 8. Young adults hoping to develop a career in the creative industries? 9. Artists and designers 10. Funders 11. New and existing customers.   For the website it may be funders as well as people who are new to Worthing and new clients. It may not necessarily be the people who we regularly work with. | |

## What do your customers value? What do they want/need?

|  |  |
| --- | --- |
| Wellbeing and positive solutions to help them  Sense of community and belonging  Fun, craft, creativity  Celebrating art all artforms  Our creativity and involvement with the community.  simple information about our past and future projects | |

## Market Research?

Who else is doing what you’re doing or something similar? This could be local, nationwide or worldwide!

|  |  |
| --- | --- |
| We regularly talk to people face to face about our projects. As our projects are funded by a variety of organisations we have to evaluate each project, this gives us an insight into what people like. | |

## Personality and Brand Essence?

What words describe your brand personality?

|  |  |
| --- | --- |
| Creativity  Colourful  Wellbeing  Fun, quirky playfulness  Community  Approachable  Family Friendly  We want people to know that we are very friendly, approachable, welcoming people from all backgrounds. | |

## What is the Value Proposition / Mission?

|  |  |
| --- | --- |
| Amongst the paint, glue and enthusiasm we always aim to motivate our community to explore their creativity, and learn the value of art and design. Our ultimate goal is to help inspire people to make, create and experience the health benefits of the creative process through activities and exhibitions.  We set up Creative Waves to inject creativity into communities. Involving as many people as people from all backgrounds. | |

## Have you any specific requirements?

E.g. please include the mailchimp signup form. Would you like a blog? Needs to be very easy to update.

|  |  |
| --- | --- |
| It would be good if it’s very easy to update / change. | |

## Anything else you would like to add?

|  |  |
| --- | --- |
| I like having the twitter feed on our website as it instantly links people to what’s current, as often things crop up that we don't have time to put on the website / are smaller projects / if we are working in partnership with other people.  It’s essential that our funders/partnerships have their logos on our website.  Whilst our projects are varied we have core strands that appeal to different people/funders. It would be great if we could identify these more clearly/visually on the home page. I've just added more tabs as we've gone along:  (Nadia & i will have a chat about the overall headings etc for the home page.  art on the pier - our major platform to showcase a variety of projects, exhibitions change annually  heritage - we have worked on 3 of our own heritage projects & have worked in partnerships on other peoples.  community garden / environment - our ongoing work project with volunteers in Beach House Park/ new park/ outdoor projects / art installations using recycled materials /  education - creative workshops & bespoke projects for schools / adult learning. | |

## Notes

|  |  |
| --- | --- |
| Nav:   * Home * What's On * Projects * Learning * Get Involved * Partners * About us * Contact Us | |