E-Commerce Creative Brief

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The following is a fictional brief for an E-Commerce Project.

All direct references are fictional.

# Introduction and Overview

Ice Dream is currently looking to create a new website titled www.IceDream.com for their new business and have hired me to build it. The project will cover concept, design, development as post-launch maintenance and support. They want the site to accurately represent their company using stunning graphics, and web magic. They also want a place for reviews, and obviously an order page and final summary confirmation page.

# About the Company

Ice Dream is a new ice cream company with the goal of being the most customizable ice cream shop in the entire U.S. They have pulled inspiration from all over the world in their customizable options. They currently have a mix of 70 different flavors, fillings, and toppings and plan to continue their growth until they own every flavor imaginable. Their motto is “If you can dream it, we can ice cream it!”

# Target Audience and Goals

1. The general public.

Most of their funding comes from individuals who hear about them through their marketing channels. The remainder comes from corporate sponsorship and internal profit generation (such as fundraising activities and sale of our branded merchandise).

1. Businesses.

We would like to strengthen our focus on corporate sponsorship during 2023 and use the website to support co-branded sponsorship projects.

1. Employees.

The strength of our efforts relies on the quality of our people. We would like the website to attract job applications from passionate individuals in the fields of marketing, business development and customer service. The website should successfully convey our values, mission and core beliefs.

1. Photographers.

Their team of photographers typically spend a collective 13,312 hours a year working on projects. They often donate free hours to capture specific projects and events. They would like the photos featured to inspire professional photographers to get involved in their future projects.

1. Design students.

They plan to sell branded merchandise (such as t-shirts, caps and bags) in an online shop as part of fundraising on the site as well. The merchandise designs and illustrations are donated by designers and final year design students. We would like the site to attract further contributions in this area. An online competition platform might be worth exploring.

1. Media.

They have been featured in a variety of local magazines, online publications and radio stations. They would like the website to attract further positive press attention and enable interested parties.