Creative Brief — Sweetbot + Hotbot

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Background

Information about the client, their company, and their product or service

CEO: Marc Kluge, Merete Geldermann

*sweetbot.design* is an international oriented start-up company, currently with the main focus on the Danish market. They are offering services and consulting within web design and web development, branding (visual identity) as well as internet security (network and data security), and are distributing our own custom web shop solution hotbot

Overview

Project description.

Key business challenges faced by the client that our creative can impact.

Create a new attractive and representative website design, while respecting all guidelines set forth in the company’s style guide. Sweetbot needs to have a website that flaunts their artistic, organizational and technical abilities.

Drivers

Measurable goals and objectives for this project.

* Sweetbot wants to implement a Danish version of their website
* The website must be optimized for mobile devices and include jQuery elements in the solution
* Set the information architecture and create a suggestion on all visuals for the site. The styleguide from Sweetbot must be followed, and their logo must be utilised.
* Sweetbot har netop udviklet deres egen ecommerce løsning under navnet *HotBot*, men mangler et logo samt ikoner til løsningen. Dette skal I også udvikle og demonstrere i den online website løsning.
* Sweetbot’s new ecommerce solution HotBot, is lacking icons and a logo. Create these and implement them into the online site.
* The logo for HotBot has to be applied to the styleguide
* Conduct usability testing

Audience

Target audience information, especially demographic and psychographics*.*

Psychographics: [Personality](https://en.wikipedia.org/wiki/Personality), values, [opinions](https://en.wikipedia.org/wiki/Opinions), [attitudes](https://en.wikipedia.org/wiki/Attitudes_(psychology)), [interests](https://en.wikipedia.org/wiki/Self-interest), and lifestyles

Demographic: Economic, social, cultural, and biological processes influencing a population

Professionals, individuals, advertising business, small medium or large companies with online capabilities. Companies and individuals in need of a web development or design solution, as well as internet security (network and data security) and branding (visual identity). Based in Denmark, next step western countries.

Competitors

Identification of the competition and what differentiates our client from them.

All Danish, or international companies catering to Danish business, working within the area of internet design, web solutions, internet security, or branding. Specifically, Multimedia-design companies operating in Denmark.

Examples:

* [www.Redweb.dk](file:///Users/NannaLB/Downloads/www.Redweb.dk)
* <http://okomaro.bplaced.net/sweetbot/>
* <https://www.lundhjemmesider.dk/>
* <https://simplesolution.dk/>

Tone

Adjectives describing the desired feeling, personality or approach

Professional. Efficient. Punctual. Stylish. Organized. Approachable. Accessible.

Message

Outline of key cop points the audience take away

“I am dealing with an organized, efficient & stylish company which can deliver my wishes exactly as instructed, and on time.”

Visuals

Information about all imagery

(photography, illustrations, and charts).

Also, style guidelines and brand identity details.

See color, logo and style guides in



Details

List of deliverables.

Mandatory information and any legal restrictions.

Schedule and budget.

No budget. Deadline 23-11-2018 at 08.00 p.m. No legal restrictions.

1 PDF file **(filename**: MUL[A/B]-[Group-no]-sweetbot.pdf - example: MULA-01-sweetbot.pdf)

* Names + Cphbusiness-mails
* Link to the groups online website
* Link to the groups GitHub repository
* Short review of the groups GitHub strategy
* Submit results briefly of the usability test

People

Contact information for client and design team members.

CEO Marc Kluge [klus@cphbusiness.dk](mailto:klus@cphbusiness.dk)

CEO Marete Geldermann [mli@cphbusiness.dk](mailto:mli@cphbusiness.dk)

Designer Nanna Bennedbæk [nannalb@hotmail.com](http://nannalb@hotmail.com)

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