



Creative Brief Cheat Sheet!

North Star Statement

Write a statement that captures the heart of your products idea, something that can help guide any decision to be made.

*Example: Local Credit Union app puts a feeling of empowerment in people's hearts every time they interact with it. * (All the examples on this page will be about designing a banking app)*

Goal

On a high level, describe your what product is/what you want it to achieve.

Example: To create an easy to use banking app that rewards users for regularly managing their finance and help them meet long term financial goals.



Tone of voice

Describe the tone of the language that should be used as a guide to create the North Star.

Example: Local Credit Union core brand promise is about empowering people to do the things they want to do here in the community in which we all live and work together, so the tone of the app should be one of down to earth, familiar, and friendly.

Creative Objectives:

What creative concepts will be your products underpinnings?

Examples:

- *Create tools that helps users create better financial habits*
- *Create a view state that shows spending trends*



Business Objectives

How will its success be measured?

Examples:

- *Lifetime Value: Provide users with long term tools to manage finances*
- *User Experience: Make sure the UX is easy to use, not overwhelming and drives long term decision making for long term success.*

Market and consumer insights

What research can you perform to support your creative direction?

Examples:

- *More than half of new accounts opened in person are influenced by digital elements.*
- *Mobile banking rates are expected to triple in 2018*