In the best cases, a creative brief is a document created through initial meetings, interviews, readings and discussions between a client and designer before any work begins. Throughout the project, the creative brief continues to inform and guide the work. A good creative brief will answer these questions:

\* What is this project?

A website for my final exam that will serve as an all-inclusive website about planning a trip to the major cities in India.

\* Who is it for?

For travel-enthusiasts to prepare/plan for a trip to India.

\* Why are we doing it?

For my Final Exam for CIM111 to put together all my skills on JQuery & HTML.

\* What needs to be done? By whom? By when?

An entire webpage, using HTML, CSS, responsiveness and jquery, with an online marketing and SEO plan made by myself.

\* Where and how will it be used?

For my portfolio as well as travel-enthusiasts.

1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

* The client would include travel-enthusiasts planning and preparing for a tour any of the large cities in India. The service is an all-inclusive travel plan and important pointers and things to know. Strengths include the lack of other websites on information about a trip to India from a native that has also lived abroad, Weaknesses would be several sites that are competition and the fact that mine has to beat the clutter, an opportunity is the increase of people travelling to India as a tourist destination and a threat is an increase in travel restrictions and visas. There are existing reports and websites to increase my knowledge on the topic, as well as the fact that I have visited all these cities.

1. Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?

* The project is a website on any topic of our choosing using learnt skills throughout the semester, mine is crash course for people wanting to travel to India. The opportunity is to put all our skills we’ve learnt into one final project in order to solidify them.

1. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

* Goal is to instruct tourists on where to visit in India, what they should focus on seeing from a native’s perspective, and tips and tricks they should keep in mind in order to make their trip optimal.

1. Audience: Who are we talking to? What do they think of us? Why should they care?

* We are talking to travel-enthusiasts thirsty for information, people that love to be fully prepared and schedule and are very organized as well as adventurous.

1. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

* The competition would be the lots of other websites with similar information, so breaking through the clutter might be difficult. We are differentiated by speaking from a native’s perspective of someone who has lived in a big city in India as well as travelled to others. As well as someone who has lived abroad and knows the transition.

1. Tone: How should we be communicating? What adjectives describe the feeling or approach?

* Should be communicating in a friendly, exciting tone and also very informative and organized approach.

1. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

* We are simply providing information on a topic of importance, as interest in travel increases. The words need to be developed and subsections need to be put together.

1. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?

* We are picking existing images that I have either personally taken or, from online.

1. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?

* Major cities, Important places to explore in each city, what exactly to pack as a nonnative, travel and safety tips to keep in mind, and a couple important lines in Hindi to be aware of. These should all be included.

1. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?

* My professor!