**Goodreads Creative Brief**

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| **PROJECT OVERVIEW** | | |
| **PROJECT NAME:** | **Goodreads “Bookshelf” Redesign** | |
| **CLIENT NAME:** | **Goodreads** | |
| **OBJECTIVE:** | **Objective is to recreate a more user-friendly, intuitive, and modern “bookshelf” page where Goodreads users can easily view, browse, review archive and share books they love.** | |
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| **CLIENT MISSION STATEMENT** | | |
| Goodreads is the world’s largest site for readers and book recommendations. Our mission is to help people find and share books they love. Goodreads launched in January 2007. | | |
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| **TARGET AUDIENCE** | | |
| **PROJECT TARGET | *who are we trying to reach?*** | | |
| Goodreads members and their friends who love to read and want to share and discover new books on-line | | |
| **BRAND TARGET | *who does the brand speak to?*** | | |
| Goodreads has 55million members, it’s free so it’s accessible to all income levels, anyone on facebook or social media, and anyone who is old enough and educated enough to read books will be the target audience | | |
| **DESIRED REACTION | *what actions do you wish your market to take?*** | | |
| Members will use Goodreads “my bookshelf” page as their primary source for archiving, finding, sharing and reviewing books they love. | | |
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| **COMPETITIVE ANALYSIS** | | |
| **REFERENCES | *research, inspiration, and styles*** | | |
| Netflix, Amazon, Spotify, Itunes – offer similar customizable “libraries” that allow users to share, review, and discover products. These services also suggest new products and have a personalized element to the design. | | |
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