Natanael Mazariego –
1001819359 CTEC 3350-001
Website Redesign Project
April 30, 2024

Creative Brief

Project Background

- **Client:**
  Caring Compassionate
  Hearts & Helping Hands
- **Product/Service:**
  Natanael Mazariego
- **Existing Research:** None
- **Date:** 4.30.24

Overview

- **Project type:** Website redesign
- **Reason for project:** When students get promoted from CTEC 3350-001, they have the skills necessary to apply for junior level UI developer and UI/UX designer positions with the confidence to be successful. Because of this, students should have something available for recruiters to see and experience the design process and skills developed by each student.
- **Opportunities:** To be found by recruiters and have a curated design that can be served as a portfolio. If the student portfolio shines beyond what their classmates have, it will catch the attention and be able to land an interview with a recruiter for a company of their choosing.

Drivers

- **Goals:** Have 100% designed portfolio that's mobile responsive before the end of the current semester.
- **Top three objectives:**
  - Surpass other classmates designs to catch the attention of recruiters
  - Have at least one project that has been completed either in CTEC 3350 or CTEC 2350 fully displayed on my personal portfolio
  - Choose the right colors, imagery and styles that would demonstrate unique characteristics to recruiters of who I am as a person, designer, and developer
- **Project length:** roughly one month
- **Length of time until goal is achieved:** end of the semester

Audience

- **Target Audience**
  - **Age:** 30 – 40 years old
  - **Sex:** both male and female
  - **Education:** Bachelor's degree
  - **Technology competency:** they can use a computer and smart phone, and are accustomed to working with mobile apps daily

- o **Race:** diverse but leaning towards white and Hispanic
- o **Income level:** 62K – 155K per year
- o **Other:** Research can be found here:
  https://www.zippia.com/recruiter-jobs/demographics/
- **What do they think of us?** Recruiters are always looking for talented developers and designers for the ever-growing field of technology as it has been growing steadily 30% each year.
- **Why should they care about this project?** It has been proven that as students seek for internships, usually companies that have those internships available tend to hire those students to be full-time employees after graduation. This allows employees to have a long-term interview with the student providing a better opportunity to groom, teach and help develop their skills that will in turn serve the company in the future.

Competitors

- **Direct competitors**
  - o Students in the same cohort
  - o Students from graphic design, computer science, electrical engineers, and information systems
  - o Students that have completed a bootcamp
  - o Students with a high school diploma but with years of experience
- **Indirect competitors**
  - o Oversea workforce
  - o Freelancers
- **What efforts could we duplicate from our competitors?**
  - o We can see current trends and what is popular within our our target group, and what is driving them to our competitors instead of us.
- **What makes us unique from the competition?**
  - o We create a transparent environment where we update the client with all they need, we put the website on a live server so they can see the progress, and also they can add comments to give suggestions.

Tone

- **What tone should we use to communicate to our target audience? Why?**
  - o Keep it professional but also personal. Creating community and making change is what matters most.
- **What adjectives describe the feeling we are trying to project or our approach?**
  - o Professional, genuine, community, loving, fresh.

Message

- **What message are we trying to convey with this site?**
  - o I want to to get all the necessary information out there, but also convey a message of "growth". I want to show that although we've been there we are only growing.
- **Is copyright provided by the client?**

o The developer will create the content for the site as no filler text is permitted as a deliverable.

Visuals

- **Are we developing new images or picking up existing ones?**
  - o All images will be provided by the developer that would be meaningful and work for the actual content that's being developed. Screenshots are permitted as well as other types of media created by the developer.

Details

- **What information on the site must be included?**
  - o The site is a brand-new design. The developer oversees creating the content for the site and any other relevant materials. As a minimum the site must follow the wireframes but expanding on the wireframes is possible with project manager approval (Mr. Cucalon).

People

- **Reporting to:** Mr. Carlos Cucalon | Project Manager
- **Approving work:** Mr. Carlos Cucalon | Project Manager