**Creative Brief: Website Proposal**  
**Designer**: Yunming Wang  
**Website for**: [Your Client, who has hired you to make this site?] *Example: “Restaurant: Spaghetti Monster”*Go Paws: Dog Walker Company

**01.** **Who are they and what do they do?**[Who is the client who has hired you to make this site?]  
*Example: “Spaghetti Monster” is an Italian restaurant based in Chicago. It is family-owned and operated and was founded by Giusseppi Alfredissimo in 1954.*

Go Paws is a online dog walker company in NYC. It helps people to find a loving dog walker to walk their dogs.

**02.** **What is the scope of the project?**  
This will be a three-page website that includes a description of the client.  
  
   
  
**03.** **Who’s their audience or target market?**  
[Who is the client trying to reach with this site? The answer is not “everyone.” Who is the ideal customer or audience?]  
  
*Example: Classic Chicago Cross-fit Fans who are carb-loading. Because it is family-owned, the target market also includes affordable cuisine for families.*  
For people who do not have enough time to walk their dogs. For people who are high-income.

**04. Who’s their competition?**  
[Describe the client’s competition. What makes this client and their content different from what’s out there already?]  
  
*Example: Other restaurants in the neighborhood, seamless deliveries, home-cooking. Spaghetti monster unlike its competition, flies in their ingredients directly from southern Italy. They maintain affordable costs while keeping their ingredients fresh. And they’re atmosphere is friendly and inviting.*  
Other dog walker companies are mainly service in Manhattan. Go Paws unlike its competition, it is a professional dog walker company, it has service in Manhattan, Queens and Brooklyn and it also has a very detailed booking information.

**05.** **What tone or image do they need to portray?**  
[Describe the tone, image, personality that the client is hoping to portray with this site. You are describing the client’s brand. Use at least four to six adjectives to describe the tone or image the client is looking for in this website].  
  
*Example: Spaghetti Monster appeals to two crowds: families and athletes. So they need to be friendly for children while also maintaining a fun edge. Some adjectives to describe Spaghetti Monster are: hearty, fun, fresh, colorful, healthy, competitive.*

Go Paws is a online company for people to find the best dog walkers for their dogs. Some adjectives to describe Go Paws are: Friendly, Professional, clearly, informative, helpful  
**06.** **What is their ultimate goal and how will they measure it?**  
[Why does the client need this site? Describe what the client’s goal is in designing this site]  
  
*Example: Spaghetti Monster wants more customers that are regulars. They will measure this using their sales and they will compare sales across each day of the week.*

Go Paws wants more people to find dog walkers for their dogs.

**07.** ***[optional****]***: What previous design and marketing materials have they used? What resources currently exist?**  
[If you have any resources, links assets already, you can list them here so you have them all in one place.]  
  
 Content List  
  
[Use this area to list all the pages of your website, including which page will include a list of items that lead to individual details pages.]

Topic: Go Paws

1- HOME PAGE –  
a. About text about Go Paws

b. Our Services-- Private Walks

-- Semi-Private Walks

-- Puppy Walks and visits

2- First Visit

a. Sign up as a member of Go Paws

b. Find walkers in NYC

c. Reviews

3- Pricing

a. Price of private walks

b. Price of semi-private walks

c. Price of puppy walks & visits

4- Book Now

a. Booking Questions

-when do you need a walk?

- what type of walk do you need?

- who is coming on the walk?

b. Notes for the walker

- during walks, please remember my dogs:

- during walks, please be careful near:

c. Add additional notes

5- Contact Us

a. Mobile

b. Mail

c. social media

[EXAMPLE, for “SPAGHETTI MONSTER”]  
  
1- HOME PAGE –  
a. About text about the founding of the restaurant  
b. Location of the restaurant  
c. Hours  
d. MENU  
2- IMAGE GALLERY & REVIEWS - Images of the restaurant that are lively  
3- EVENTS – List of 4 events  
a. Spaghetti Eating Contest [date] [w/ detail page]  
b. Family Entertainment Night! [date] [w/ details page]  
c. PRIVATE EVENT: Josh’s birthday party [date] [w/ details page]  
d. Monthly Guest Chef from Italy: Featuring \_\_\_\_\_\_ [date] [w/ details page]  
4