**Week 4: Assignment – Know Your Audience – Creative Brief**

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WEBD 480 – 81

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**Objectives and Goals**

* **Need #1:** Allow the board and staff to quickly upload photos and descriptions of animals available for adoption;
* **Need #2:** Increase community awareness (volunteer opportunities, animal health and welfare, i.e. the importance of spaying/neutering pets);
* **Need #3:** Increase donations.
* **Goal #1:** To create a simple, easy-to-navigate back-end platform with which board and staff can use to create animal adoption listing quickly as they come in, as well as to provide high-quality images;
* **Goal #2:** Incorporate links to Fur Friends’ social media, as well as community service and volunteer events either sponsored by or hosted by Fur Friends;
* **Goal #3:** Create a donation portal on the site; monitor traffic to the website and amount of donations received via the website.

**Budget and Schedule**

Budget for this project is between $3,500 - $5,000. A detailed schedule is included in the proposal – here is a quick breakdown of this same schedule:

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| **Project Start:** | 9/21/2020 |
| **Phase 1 Completion (signing and research):** | 9/27/2020 |
| **Phase 2 Completion (Creation and approval of wireframe and sitemap):** | 10/4/2020 |
| **Phase 3 Completion (Site and database build and approval):** | 11/15/2020 |
| **Phase 4 Completion (Analytics set-up, monitoring, and meeting):** | 12/18/2020 |
| **Project Complete:** | 12/18/2020 |

**Target Audience**

According to the questionnaire, Fur Friends wants to target “primarily those interested in adopting pets, but also those passionate about animal adoption, welfare, and spay/neuter”.

From here, a more specific audience must be created. As of 2017, millennials are the generation with the highest percentage in ownership, with baby boomers coming in second (35% vs. 32%). Of those millennials, “…69% agree that ‘having a pet is a good way to get ready to have a family,’” stated Packaged Facts, who reported on the study” (Gould, 2017). These numbers are now potentially higher, especially as in 2020, more people are staying home to work and may possibly want a companion.

With regards to volunteering – as of 2015, people aged 35 – 44 years old were the highest percentage to volunteer at 33% (“Volunteering in the United States, 2015” 2016). Therefore, targeting older millennials – those in their early to mid 30’s – may yield the most benefit with regards to increasing adoptions, donations, and volunteering.

**Scope**

* **Recommendation #1:** Redesign the front and back of the website to allow staff to easily upload photos and information about the pets. The front-end will beautifully display these listings in an easy-to-navigate manner for the users;
* **Recommendation #2:** Update and link the social media accounts to the header and the footer of the website, as well as create a robust section listing volunteer opportunities and services. This recommendation has changed since the proposal due to the client’s request to not include a blog;
* **Recommendation #3:** Create a form for people to donate directly on the website; connect the website to Google Analytics or a similar analytic tracking service and keep track of donations and traffic for 3 months to see if there is a healthy progression in both.

**Available/Required Materials**

Client has a logo available – colors described as “light teal, pumpkin orange, and black.” HEX color codes are as follows:

Teal - #43979d

Orange - #deae8d

Black - #000000

They also have policies, applications, and links to important regulations available to transfer over to the new site. There are also pictures and descriptions of the board members and other staff, as well as “Sadie’s Story”, the cat that was the inspiration for the shelter.

They request that the designer sets up website hosting services and would like to incorporate a shop in the future to sell t-shirts and similar items. Fur Friends has also requested some content be created for the pet listings to see how the photos and descriptions will look on the page. These will eventually be replaced with real listings and images.

Other required materials include social sharing icons, a contact form, and possibly an e-mail form.

**Overall Style/Look**

Fur Friends describes itself as nurturing, caring, passionate, friendly, and happy. They want their animals to exude happiness when adopted. Examples of sites they want to emulate include <http://dallaspetsalive.org>, <http://ringdogrescue.org>, and <http://secondhandhounds.org>.

**References:**

N.A. (February 25th, 2016). “Volunteering in the United States, 2015.” *U.S. Bureau of Labor Statistics.* Retrieved on September 24th, 2020 from <https://www.bls.gov/news.release/volun.nr0.htm>

Gould, W.R. (September 29th, 2017). “Shifting Demographics in Pet Parenthood.” *Healthy Paws.* Retrieved on September 24th, 2020 from <https://www.healthypawspetinsurance.com/blog/2017/09/29/pet-parenthood-shifting-demographic>

Chapman, C. (March 17th, 2011). “7 Basics to Create a Good Design Brief.” *Web Designer Depot.* Retrieved on September 24th, 2020 from <https://www.webdesignerdepot.com/2011/03/7-basics-to-create-a-good-design-brief/>