

DESIGN STRATEGY AND CONCEPT

ANSWER THESE QUESTIONS TO ESTABLISH YOUR DESIGN STRATEGY AND CONCEPT:

1. What is the primary goal of this website?

2. Who is the target audience? Be specific:
 - must include at least 3 demographics (age, gender, geographic location, income, education, home ownership, marital status, race, religion)
 - must include at least 2 psychographics (personality, attitudes, interests, values, lifestyles)
 - optional to include behavioral profile (brand loyalty, frequency of product use)

3. What is the main message of the website?

4. What do you want the target audience to think and feel? Determine at least 1 clear reaction you want the audience to have.

5. Provide at least 2 facts or pieces of information that will help people change their beliefs/opinions.

6. Describe the core personality of your design solution.

7. Who is the competition? Does a similar solution already exist? If so, briefly describe.

8. What is the Call to Action? (ex: Donate? Purchase? Go to web? Make a phone call? Subscribe? Become aware? Take medication properly? Get tested?)

9. Explain how and why your design decisions support the main message (your design concept). Your Pinterest Board should support this written description.

10. COPYRIGHT INFORMATION:

—Copyright info. for all images used. Follow this format:

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