

CREATIVE BRIEF

Project Name

Fish Creek Animal Hospital web design

Date:

September 7, 2017

Prepared by:

Bryan Henson

Submitted to:

Carlos A Cucalon

Project overview:

Provide information to current and potential customers of client's services, events, and more through a new website.

Background information:

Increased population growth in Mansfield, TX has caused a new potential market and target audience for services to expand the current customer base. There is a needed awareness of the products being in house (30% of profit).

Target user insight information:

Male and Female between 50 - 60 years old - retired with a steady yearly income form the base of customers and a solid foundation of business. New customer base potential of 25 - 35 years old with 2.5 kids that are transient but have need for products and services for new pets in the home.

Brand attributes, promise and mission:

Modern minimalist vets, not only improving our furred friends feel better but look better.

Competitive landscape:

St. Mina Animal Hospital | Mira Lagos Animal Clinic | Country Club Pet Hospital | 287 Animal Hospital

Business objectives - success criteria:

Re-brand the visual appeal of Fish Creek Animal Hospital to appeal to the modern minimalist ideal.
Increase sales of products sold in the practice from 30% -> 40% - 50%

Testing requirements:

Use Google analytics and heat mapping to test how users are interacting with both CTAs on a weekly basis to re-evaluate the effectiveness of the change.

Creative Strategies:

Create A/B testing for the page measuring:

- Imagery
- Content
- Placement

Functionality and Technical Specifications:

Provide wireframes, and usability diagrams for the new changes for approval prior to development.
The changes will use HTML5, CSS3, and JavaScript.

Account Approval Signature

Client Approval Signature

Signed on