

Rapport Creative Brief.

Client: Urbanlites

Project: New Website

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1) Background / Overview:

Since the current website's original inception, Urbanlites have grown. These days, operating from a good-size, modern fitted warehouse, Urbanlites now consists of three full-time staff; Chris, Danny and Barry, plus various freelancers brought it when necessary.

Whilst Urbanlites remain the approachable, flexible lighting company they always were, they seek to appear in a position to be trusted with the bigger projects they're often (unfairly) overlooked on. It's believed that this is due to how Urbanlites are perceived by their audience i.e. 'too small' or 'they're not setup to deal with a big project'.

2) What is the objective, the purpose of the communication?

Urbanlites seek to appear in a position to be trusted with the bigger projects they feel they're often overlooked on. Currently, the 'trustworth aspect of what they do isn't coming across on the website. Back in 2009, we played up the fact that Chris and Urbanlites were a small, keen, ambitious set-up, 'champing at the bit' to take on their larger - and at that point, more established - competitors. Whilst this energy and competitiveness remains, Urbanlites should no longer be portrayed as the little guy but more a serious option when it comes to the bigger projects and commissions. They have the portfolio to prove it, only this isn't currently displayed on the website.

3) Target audience: who are we talking to?

Event agencies and in-house event teams commissioning medium-large corporate events.

4) What's the single most important thing to say?

Urbanlites have the experience, people and set-up to deliver creative lighting services to your event, in a professional and efficient manner.

6) What else will assist creative development?

The proposed site will include the following pages:

- Home Page (landing Page)
- Services Page
 - Bullets listing services offered
 - Possible video of timelapse setup of event
- Our Ethos
 - 7 guiding principles as per existing site - but with less text.
- Contact Page
- Project (clicked through to from 'shop window' slideshow on home page)
- Blog
- Downloads page

Other points from the meeting worth recapping:

- The existing site has too much text and not enough images. (An image says more than a thousand words)
- The existing site's home page wastes too much screen estate with the header graphic and text, with the first specific image appearing beneath the scroll window. Let's create a 'shop window' slideshow which brings the work of Urbanlites right to the forefront of the user's experience.

- The imagery used in the 'shop window' on the homepage should be annotated with client testimonials plus info about the event in question i.e. the where, the what, the who etc...
- A 'find out more' link could be employed within the slideshow to take users through to a specific project related page, which can belong to an archive of past and present projects.
- The client likes the idea of a lightbox this could be used on specific project page, allowing the user to click through a selection of relevant images
- The new site should have a downloads page similar to the one created for Audio Alliance. which allows visitors to download H&S docs and insurance certificates etc.
- There is a desire for a blog element of the website. Early thoughts are that this would be 'wordpress' powered. In regards to timescales, this aspect should not hold the rest of the website development up and can theoretically be 'bolted on' at a later date - even after the go-live date.
- Urbanlites should register with google analytics so that Danny can assess where the site's visitors are coming from.
- If SEO is deemed a big priority then design should come after the recommendations made by specialists. Otherwise, proposed design elements mentioned in our discussion could prove at odds or even irrelevant.
- There's an argument that too much dependance on SEO may not be the best thing. After all how many serious event companies search google for the lighting provider of their next big event. Maybe it's more wedding and bah mitzvar organisers searching for such things via google... is this the audience we're trying to attract.
- Include a twitter feed within the home page of the new site as per Audio Alliance site.

7) Schedule: What do we need from the creative team? When do we need it?

Stage One: Proposal include options for new website plus rough wireframes and sitemap based on kick-off meeting plus associated costs and leadtimes.

Stage Two: Initial layouts for website (jpegs) based on approved wireframes and sitemap submitted at stage one

Stage Three: Upon approval of layouts submitted at stage two, build core of website, test and submit for client trial*

Stage Four: Troubleshoot/amend details where necessary before submitting to client for final approval to go live

Stage Five: Go live

Stage Six: Design and Build E-shot to announce new site and new Urbanlites HQ (seperate creative brief to follow).

* = Depending on whether we have a blog and/or full CMS, this stage could take a varied amount of time depending on what's required.