**CREATIVE BRIEF FOR SARA’s interior design and architecture WEBSITE**

**Planning a site**

* **What are the goals?** Making services already available, more accessible to the public by making a website. Making more people know about the services.
* **What are the challenges with your site?** There are lots of young, inexperienced freelancers. I have to show that this is different. This is freelance WITH experience! I have to build trust in clients to show that I have the tools and knowledge that they can entrust their work for me to do. I have to appear sophisticated yet really geared to architects with less money.
* **What will define success?** **How will you know when your site is being successful?** I will know it is successful when I see that people show interest in my services. I will also see if my services are clearly offered, if people contact me about the exact specific services I have to offer!
* **What exactly is your service?** I am a freelance architect / web designer. I studied 14 years ago and have 14 years of experience in this area. I offer architects to give me work for them to do. I can take on full jobs from external clients, but more specialize in assisting architects to give me plans and part of their workload to do. I am not responsible for full jobs, interacting with the client. Rather an architect will give me some of their workload and I take it upon myself fully and return this finished part complete. I also offer architects to contact me for technical assistance in AutoCad, which I guide them through teamviewer. Another side service are my unique and valuable tips and guides I have made for students I teach AutoCad to. I will offer them for pay on the site.
* **Where is it located?** I work from home where I have a decent office set up. I mostly interact with customers from a distance, via telephone and email.
* **What is your story, product story?** – Will provide with the real version of text. Basically a successful freelance architect and interior designer. Has been asked to teach the subject in various schools.

**Create some users**

Architect working alone or in a small office. Approx. 35 years and up. Female/Male. Clients come to him with full, complex jobs to be done. The architect takes it all on. He now has a very lot of material and areas to cover. Some of the areas he is experienced in. Some less. Some he has time to work a lot on. The areas he is less experienced on, or what he doesn’t have time or prefers to pass on to someone else, he will send it to me to do. I have experience in a lot of areas. He gives it to me, leaving me the entire responsibility for this part. He can rely on me. I am the ideal person for them as regular freelance are young and experienced. The older ones will have already opened up their own offices. The young, student graduates are cheap. But they will consistently need to reach the architect for guidance. I, however, have the tools and experience to open my own office. I have chosen though not to. As an experienced freelancer, people will be very attracted to me as they can truly rely on my efficiency, without being disturbed at all for any questions or guidance.

The architect isn’t usually going to be from a big business, as they will have their own architects on sites for such jobs. The architect has to however be financially set up, and renown enough for it to be worthwhile to delegate jobs for me to, and not have so little jobs that he can do it all himself.

Occasionally, a business may want to contact me. This would especially be for services I can do, which are more specialised and perhaps come across less often, and their employees aren’t proficient enough in them.

Also, I have the tools and experience to take on full projects. This is not what I am looking to do, due to practical reasons as I am a mother of several children. Occasionally a client may come and ask me to do their full job. This could especially be a French person, making Aliya and would be very assured to work with a designer who can speak his language, to design their house. I would have to have a possibility of seeing my site in French if I would want to attract them.

**Gather insights common to all my users:**

They are all people seeking someone experienced and trustworthy in the architecture / interior design field. They may have more limited means, yet not too limited, or they would just look for less experienced people.

**Analyze the market**

Look at similar businesses’ sites – what services they provide, what feeling does their site give, who they cater to.

[**https://www.upwork.com/ppc/landing/?ct=Pros&gclid=Cj0KEQiA4JnCBRDQ5be3nKCPhpwBEiQAjwN1bi\_I9sRmqnijsaaBlQBTgjYBZ6T4NJD3YRJql3z\_QSkaAvZF8P8HAQ&hl=Top%20Rated%20Freelancers&query=&utm\_campaign=298280685&utm\_medium=paidsearch&utm\_source=google&vt\_adg=18680279565&vt\_cmp=298280685&vt\_device=c&vt\_kw=%2Bsites%20%2Bfreelancer&vt\_src=google**](https://www.upwork.com/ppc/landing/?ct=Pros&gclid=Cj0KEQiA4JnCBRDQ5be3nKCPhpwBEiQAjwN1bi_I9sRmqnijsaaBlQBTgjYBZ6T4NJD3YRJql3z_QSkaAvZF8P8HAQ&hl=Top%20Rated%20Freelancers&query=&utm_campaign=298280685&utm_medium=paidsearch&utm_source=google&vt_adg=18680279565&vt_cmp=298280685&vt_device=c&vt_kw=%2Bsites%20%2Bfreelancer&vt_src=google)

This is a freelance design site. It is very clear and uncomplicated. The services are very clearly specified. The green and empty space, give a feeling of efficiency and rapidity and trust. The ‘how it works’ panel is very effective. One is told exactly what they have to provide and what serviced they are going to be given. No need to search. It’s written in black and white!

The fact that there is no design graphics is very appropriate. It is only a ‘shidduch’ between customers and freelancers. Each freelancer has to show its capabilities, but the actual sites’ graphics abilities bears basically no impact on the graphic level the customers will be getting. It’s basically saying – I; letting you get in touch with trusted graphic artists. Choose.

[**https://www.peopleperhour.com/freelance-web-design-jobs**](https://www.peopleperhour.com/freelance-web-design-jobs)

This is a similar service offered. I also notice the simplicity in this site, conveying the same message as above. I think more white space would make it look more simple and accessible. The brand is so clear with the logo – People per hour – job done! Exactly what they have to offer!

[**https://www.toptal.com/freelance?adnetwork=search&keyword=\_intitle%3Ahire&creative=157684770459&campaignid=696100741&adgroupid=41678454928&matchtype=b&network=g&device=c&devicemodel=&adposition=1t1&noun=&content=&gclid=Cj0KEQiA4JnCBRDQ5be3nKCPhpwBEiQAjwN1biG8U6uz1\_AOhMw6yLDJkdMKru9I-Yu60HIYSRppaI0aArAa8P8HAQ**](https://www.toptal.com/freelance?adnetwork=search&keyword=_intitle%3Ahire&creative=157684770459&campaignid=696100741&adgroupid=41678454928&matchtype=b&network=g&device=c&devicemodel=&adposition=1t1&noun=&content=&gclid=Cj0KEQiA4JnCBRDQ5be3nKCPhpwBEiQAjwN1biG8U6uz1_AOhMw6yLDJkdMKru9I-Yu60HIYSRppaI0aArAa8P8HAQ)

This one is very clear as well. Plenty of white space. The ‘top 3%’ is so entrusting! The logos of recognisable companies they worked for builds so much trust! The fact that they are in grey makes them noticeable yet one doesn’t actually focus on them and adverise their services!

[**http://www.freelancerim.co.il/Freelancers/PublicProfile/oz.elad**](http://www.freelancerim.co.il/Freelancers/PublicProfile/oz.elad)

This is more the actual sort of site I would be doing as it is an architect freelance site. It is clear, yet a little too busy with all similar saturation and hues of colours.

* Now give me a list of things you like in their sites and want me to emulate, and the things you don’t like and want me to stay far away.

Like – Clear layout. Text clearly written and displayed well. Loads of white space. Drawn, simple icons to show instructions. No searching to understand what the services are!

Don’t like – All the opposites!

* Tell me what a customer typically needs, and the current trends in this field.

An architect that will need me will not want to see architect pictures and plans, as this would be trying to display my competence and bring feelings of competition with him. I just have to show I know how to do it. You can trust me. Not that I can help you because I’m better than him!

**Define the core values for your business**

* Culture:
  + Neat, serious, professional, quick, warm, sociable, confident.
* Customer:
  + Knows exactly what he is looking for.
* Voice/Personality:
  + Serious, EXPERIENCED, professional, capable, quick. Real and serious work. Not just a random website with a random service!!
* Feeling: (Emotional benefits)
  + Taken care of, listened too, secure in the efficiency of job.
* Impact: Value to customer)

What tangible impact you will deliver

* + save time, save money,
* Unique value: What makes you stand out, how are you different
  + EXPERIENCE! EXPERIENCE! Trustworthy!! Knowledge and experience in very varied and vast fields.

**Define the brand**

* Experience and efficient.
* What – architect and interior design services of small, partial delegated tasks. Who – to architects. How, where – via telephone / online. Can meet in person in my office at home. When – can contact me during office hours or email at all times!
* My business provides varied architect and interior design services to architects in an experienced and professional environment with a trustworthy and warm voice helping them feel secure and successful.
* Choose your top unique value that you think sets you apart and will shine through all over. EXPERIENCE fleelancer!
* Client can provide images or graphics to set the tone