**YOUR CREATIVE BRIEF TO FILL IN, about YOUR architecture/interior design business:**

**Planning a site**

* What are the goals?
* What are the challenges with your site?
* What will define success? How will you know when your site is being successful?
* What exactly is your service?
* Where is it located?
* What is your story, product story?

**Create some users**

* Write a paragraph describing each of 4 possible users – Imagine 4 clients you might be serving. Tell me all about them. Be detailed, get into their shoes.
* Include their demographic background (age, if they are married, if they have children, social status, education, job, health, location, financial situation…)
* Tell me what each user needs from you, their problems, and how and why you think you can solve them.
* Look at all 4 and gather insights common to all your users. See in what way they are all the same. This will help you see towards which people you are going to attract.
* Say why you are the best choice to provide solutions for them.
* Customer 1

**What they need:**

* Customer 2

**What they need:**

* Customer 3

**What they need:**

* Customer 4

**What they need:**

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

**Analyze the market**

* Look at similar businesses’ sites – what services they provide, what feeling does their site give, who they cater to.
* 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.
* Tell me what a customer typically needs, and the current trends in this field.

**Define the core values for your business**

* Culture:

Tell me all about you, yourself! Where you come from, who you are (the owners)

* + eg. exciting, quirky, serious, natural, authentic, dynamic, wordly, open
* Customer:

How would you describe ideal customer, after he has looked at your site &/ benefitted from your services

* + eg: health-conscious, creative, driven, technical, giving, (dis)organized, (un)educated
* Voice/Personality:

How do you want your brand to sound to others, will be the most reflected in the design

* + eg: nurturing, sophisticated, quirky, bold, smart, humorous, truthful, charismatic, efficient, trustworthy, family-friendly, artistic
* Feeling: (Emotional benefits)

How a customer feels after using your product/services

* + eg: energized, healthy, smarter, tranquil, hopeful, happy, stress-free, taken care of, listened to, appreciated, acknowledged, at home
* Impact: Value to customer)

What tangible impact you will deliver

* + eg: save time, save money, live longer, be smarter, self-assurance, value for the dollar, easy to use, secure environment, better user experience, quick solutions, integrated solution
* Unique value: What makes you stand out, how are you different
  + eg: fun, insightful, easy-to-use, sense of humour, high success rate, old-fashioned, modern

**Define the brand**

* Choose one word from each core value category – ***visual*** words.
* Answer: what, how, who, where, why, when
* Summary: <name> provides <product/service> to <customer attr> customers in a <culture> environment, with a <voice> voice; helping them feel <feeling>, and <impact>.
* Choose your top unique value that you think sets you apart and will shine through all over.
* Client can provide images or graphics to set the tone

**MY CREATIVE BRIEF, just as an example. Mine is about my business of designing websites.**

**Planning a site**

* What are the goals? – New business
* What are the challenges?
  + Other sites offering the same services
  + Although I’m a beginner, I MUSTN’T show that!!
  + I have to keep customers coming back to my site
* What will define success?
  + When customers use my services
  + When people keep visiting my site
  + When customers recommend my services to others
  + When people give positive feedback on the user experience
  + When I make profit!!
* What exactly is the product or service? Where is it located?
  + I’m a freelance web designer, offering people to create their websites for them. I can help them create one from scratch, helping them define their values, with ideas for design, even with logo creations, helping them convey their branding effectively. It can be a one off job, where the site doesn’t get updated or they get other designers to update and work on it from there. I can also be their sole web designer, where I work on a regular basis to update, upgrade and fix their website. I can work on existing websites, changing their layout or amending parts of it.
  + My work is online. It is a global service, offering my services to people over the world. People can come to my office at home too.
* What is your story, product story?
  + I have always enjoyed art and design, having done a fine art A level (UK) and computer graphics course. As a creative, organized person, I really find much enjoyment in creating beautiful, clear and visually attractive websites!

**Create some users**

* GJPS School, Paris, France which is creating their first website. It’s a well-established girl’s primary school, with a clear brand. They pride their care for each child, for both mainstream and children with special needs, excellent communication between parents and school and pupils good results on government examinations. They have a large student body, with many teachers and staff. They have an excellent SENCo team, where they have excellent LSAs and integrate children with Special Needs into the mainstream classes for certain subjects. The school is already 40 years old.

They are financially well off, getting support from the government.

They have a clear logo, font style etc.

**What they need:** The government has given them a grant to create a website to show their services and achievements to the public. It will also serve as a means of communication to the parents, with a weekly update of all activities in school and a calendar with all updates of events. There will be a page where people can donate money to the school.

They need me to create it and work on updating it on a regular basis.

* Sunderland Kolel in Gateshead, England, which is creating their first website. They have very limited means and are making a website to attract people to donate money. They are an established Kolel with good reputation. They have 25 people learning in it. They aren’t making any new projects but just need money for regular Kolel wages and maintenance. They have a clear brand, with a well-known Rosh Kolel. They have a history to their Kolel.

**What they need:** They will show their alumni list and all the posts they now hold around the world and information about their Kolel with many photographs showing the Kolel in action. They will have several options of donating money, different amounts and paying options.

* Penina’s cake decorating company in E.Yisrael. Penina is 27 years old, a mother of 3 children under age of 5. She is English and is married to a Kolel man. Penina is crative and learnt cake decorating as a profession. Penina created her company 5 years ago. She makes artistic and fancy cakes and cupcakes. She works freelance, accepting orders via phone and online. She bakes the goods at home and ships all over Eretz Yisrael. She advertises worldwide and specializes in taking orders from abroad for seminary and Yeshiva students learning in Eretz Yisrael. Thus her website is her main means of sale and has to be very clear and attractive. There are many other such services available and she has to make hers stand out.

**What they need:** She created a basic website herself when she began her business. Her business has now grown although it is still a small business with limited means. She would be interested in me updating and redesigning the site.

* Newcomer’s guide, Eretz Yisrael. They have a phonebook with all the English people living in Israel. Businesses attracting English people advertise in it. They have useful information in English about services in Israel. They have a clear brand and are well known. They don’t have much competition. They have limited means to invest in this new project.

**What they need:** They would like to make their phonebook into a website. The graphics is all going to remain the same as the book. The advantage of the site is the new search option, enabling one to find names and services much quicker. In addition, there will be links from adverts to the company’s websites and to the services’ sites.

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

They all have a clear brand. They would usually have limited means so would like me, who is starting out in the career to do it. They are all having information sites which will have the bulk of the information remaining the same. Some will have regular updates but will all be consistent timing and work. They are all small projects which can be done by one designer from beginning to end. They are all work which can be done by a freelancer, from home, and not having to be tied down to working in their office or at their times.

**Analyze the market**

* Similar businesses – I saw many sites of freelance graphic artists. Mine would have to stand out in order for people to choose it over so many other ones.
* I noticed that I have to show samples of my websites created. They have to be clearly shown, presenting the logo etc. clearly.

**Define the core values – I wasn’t sure if this refers to the sites I will be making for my customers or the customers experiences on my own site!**

* Culture:

I’m creative, organized, meticulous and hard-working. I love symmetrical, well-calculated designs, well aligned, clearly structured and neat work. I’m efficient and hard working. I’m very family friendly! I love my parents, brothers (I’m an only girl!) and extended family and love talking about them!! I love my friends too! I’m more reserved although not shy! I am very thorough and quite a perfectionist which can bog down my work, but it comes out well in the end! I grew up in England and identify myself so much with their efficiency, punctuality and ‘properness’! My parents are French, and I love the French openness and lack of peer pressure, which I think my parents succeeded somewhat in transmitting (against the English current!!)! I love art and love perfectly designed pieces, which I hope I will succeed in making for my customers.

* Customer:

My ideal customer will come out with a successful website. It will be creative and organized. We will work together on their design and will hopefully be happy with the result!

* Voice/Personality:

I want to convey my creativity, efficiency, meticulousness, punctuality – ability to keep to deadlines, friendliness and warmth. My style is neat, corporate, stylish and modern.

* Feeling:

My customers should feel taken care of, relaxed, appreciated, and secure in the success of the design and effectiveness of their websites.

* Impact:

My customers will save time and money by using my efficient services.

* Unique value:

My site will be easy to use and easily point out my services, with clear portrayal of my work already done.

* Define the brand:

One word from each category: Organised, creative, corporate.

* Answer:

What – Website advertising my web design services. How – Online and working from home. Who – For anyone needing my services! Particularly small businesses.

* Summary: My web design business provides attractive and clear websites, both creating and amending them, to customers in an organized, creative environment, with a friendly and efficient voice, helping them feel secure and make profit.
* Creativity and organized.