# Creative Brief

## Project Background

* **Client:** Christina Castillo
* **Product/Service:** Student
* **Existing Research:** None
* **Date:** April 30, 2024

## Overview

* **Project type:** Website redesign
* **Reason for project:** The primary aim of this project is to apply the HTML, CSS, UX, and UI principles learned in class to a real-world scenario. It provides students with hands-on experience in website development, including designing user-friendly interfaces and implementing responsive design techniques.
* **Opportunities:** By implementing modern design principles and responsive layouts, the website can better engage and serve its target audience, including donors, volunteers, and individuals in need of assistance. Additionally, the redesign provides an opportunity to streamline navigation, improve content organization, and optimize user experience, making it easier for visitors to find information and take desired actions.

## Drivers

* **Goals:** Have 100% redesigned website of <http://caringcompassionateheartshelp.com/> that is fully responsive for desktop, tablet, and mobile. This includes designing a sitemap and creating wireframes for this website.
* **Top three objectives:**
  + Attract partners and sponsorships
  + Showcase events
  + Increase volunteers
* **Project length:** roughly one month
* **Length of time until goal is achieved:** end of the semester

## Audience

* **Target Audience**
  + **Age for Volunteers:** All ages
  + **Age for Donors and Sponsors:**  45 – 65 years old
  + **Sex:** both male and female
  + **Education:** Bachelor’s degree for donors and sponsors
  + **Technology competency:** they can use a computer and smart phone
  + **Race:** diverse but leaning towards white and Hispanic
  + **Income level:** 62K – 155K per year
  + **Other:** Target audience also includes communities in need
* **What do they think of us?** Volunteers, donors/sponsors, and communities in need of assistance likely view the nonprofit organization as a valuable and trusted partner in addressing social issues and making a meaningful impact.
* **Why should they care about this project?** By supporting this project, individuals and businesses align with their values of social responsibility and community engagement. Their involvement can directly contribute to positive outcomes, whether through donations, volunteering, or advocacy.

## Competitors

* **Direct competitors**
  + Other nonprofit organizations
  + Local charities and community groups
  + For-profit businesses with Social Responsibility Initiatives
  + Online Fundraising platforms
* **Indirect competitors**
  + Government policies and programs
  + Other causes or charities
* **What efforts could we duplicate from our competitors?**
  + From competitors, we can duplicate efforts such as effective fundraising campaigns, engaging social media presence, and impactful community outreach initiatives. Analyzing competitors' community outreach initiatives, events, and partnerships can provide inspiration for collaborative opportunities, grassroots mobilization efforts, and effective ways to connect with beneficiaries and stakeholders.
* **What makes us unique from the competition?**
  + By prioritizing our audience’s needs over visual aesthetic. We leverage personalized features and innovative solutions to deliver a tailored experience. Through research, we deliver tangible results, demonstrating our ability to drive meaningful outcomes for clients.

## Tone

* **What tone should we use to communicate to our target audience? Why?**
* The tone of the nonprofit website should be warm, compassionate, and inspiring. It sets the stage for meaningful interactions and inspires visitors to join in the collective effort to create positive change in the world.
* **What adjectives describe the feeling we are trying to project or our approach?**
* The feeling we are trying to project is one of warmth, compassion, empowerment, and optimism, aiming to inspire individuals to join us in making a positive and lasting impact in the community.

## Message

* **What message are we trying to convey with this site?**
  + We are striving to convey a message of hope, unity, and resilience, emphasizing that together, we can create meaningful change and improve the lives of those in need within our community.
* **Is copyright provided by the client?**
  + The developer will create the content for the site as no filler text is permitted as a deliverable.

## Visuals

* **Are we developing new images or picking up existing ones?**
  + All images will be provided by the developer that would be meaningful and work for the actual content that’s being developed. Screenshots are permitted as well as other types of media created by the developer.

## Details

* **What information on the site must be included?**
  + Contact information, images (if applicable), social media, and a link to the donation site. Must include all pages listed out by supervisor (Professor Cucalon)

## People

* **Reporting to:** Mr. Carlos Cucalon | Project Manager
* **Approving work:** Mr. Carlos Cucalon | Project Manager