**Creative Brief: Finals Website Proposal**

**Designer:** Dawn Joseph

**Website for:** Build-A-BOX.

**1. Who are they and what do they do?**

### Build-A-BOX is a fun personal gift box company that provides their clients with many exotic and premium choices to create a one of a kind gifting experience for both the gifter and the person or persons receiving the gift box.

### 2. What is the scope of the project?

### The scope of this project would be to create a three-page website for Build-A-BOX, providing all the components of the company on this site geared towards a new client tell. This website would introduce potential clients to a creative way of giving a personal gift designed by the gifter and offered by BAB.

### 3. Who’s is their audience or target market?

### The client is trying to reach everyone who is looking for a fun easy way to shop and give a gift.

### 4. Who is their competition?

### Build-A-BOX competitors are stores and online website’s that offer merchandise for gift giving but BAB offers customer many choices to place in one box in one convenient place, there website.

### 5. What tone or image do they have to portray?

### Build-A-BOX website will be inviting, warm, welcoming, fun, reliable and professional.

### 6. What is their goal and how will they measure it?

### The goal of this website is to promote Build-A-BOX website to new potential customers, offering them a new way of convenient shopping and giving a gift. Right from their home, office, hotel, car, or just about anywhere they can click on to BAB website.

### Content List:

1. HOME PAGE and FEATURES
   1. Navigation Logo
   2. Bestseller of BAB featured (Thumbnail)
   3. How BAB works (short description text)
   4. Boxes Package Offered with description and thumbnails:

1. Build-A-BOX

- Thumbnails

- Description of the box (Text)

- Size of different box available

- Product page available

2. Signature box

- Thumbnails

- Description of the box offered (Text)

- Size of different box available

- Product page available

3. Special occasion box

- Thumbnails

- Description of the box offered (Text)

- Size of different box available

- Product page available

4. Corporate box

- Thumbnails

- Description of the box (Text)

- Size of different box available

- Product page available

5. Holiday box

- Thumbnails

- Description of the box offered (Text)

- Size of different box available

- Product page available

6. Sweet-treat box

- Thumbnails

- Description of the box offered (Text)

- Size of different box available

- Product page available

1. OUR PRODUCTS

a. Why Build-A-BOX

- Description of why you should use BAB

b. Product Gallery

- Images with prices

c. Choose a Custom BOX or Build-Your-BOX

- Images

- Choose a Custom BOX

- Choose Items to place in Build-your-BOX

d. Place chosen item in your BAB

e. Fill out order form

- Input Personal Info.

- Input Payment Info.

f. Place an Order

- Submit

- Confirmation Return

g. Edit/ Cancel

3- ABOUT US

a. Our Story

- Text About Us

b. BOB Team Members

- Image of Team member at BAB with Description

4- CONTACT

a. Contact Us

- Form

- Input Contact Information

- Submit

c. FAQ

d. Press and Reviews

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