

# COMMUNICATION BRIEF

Website Redesign: [greatestscapectx.com](http://greatestscapectx.com)

PROJECT TITLE	The Redesign	WEBSITE	greatestscapectx.com
CLIENT NAME	John Doe	PRODUCT	Redesign Existing Website
CONTACT PERSON(S)	John & Jane Doe	PHONE	(123)456-7890 & (234)567-8912
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PROJECT GOALS SUMMARY	<p>Great Escape is a business which provides live entertainment for adventure seekers of all ages who prefer to be challenged indoors. It has been in operation since 2018 and their website has had minimal structural adjustments since then. The website utilizes the monthly services of wix.com which provides the site with video and graphics directly related to the 6 adventure rooms. Our project will redesign the current website with a modern look and feel. Redesigned elements will include:</p> <ul style="list-style-type: none"><li>• Optimized Graphics &amp; Iconography</li><li>• Improving Calls-to-Action (CTA)</li><li>• Creating a Modern Feel through Font &amp; Layout Redesign</li></ul>
AUDIENCE PROFILE	<p>The entertainment experience at Great Escape has the potential to reach a large customer range due to their Room's focus on various era's. However, a large number of clients that currently visit their website are 1) Active Duty Military ages 18-25 and 2) Local Corporate Leaders ages 30-45 seeking team building events</p>
PERCEPTION, TONE & GUIDELINES	<p>Customers are impressed with the detail and mental challenge that this business delivers. Business takes pride in the details needed to offer their customers this one of a kind adventure. They value their customer's safety as changes to their business model have been adjusted and outlined on their website due to COVID-19 guidelines. The company also portrays an approachable, down to earth feel within their website and comment responses.</p>
COMMUNICATION STRATEGY	<p>The site is currently linked to facebook, instagram, twitter, tripadvisor and yelp. However, ongoing exposure through these social media networks has been limited with facebook having the greatest number of</p>

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	views and likes. Changes to Twitter (@ctxescape) and Instagram (#escapectx) tags are highly recommended to reflect the strategy used on Facebook (@greatestescapectx), which mimics the exact site name when searched.
COMPETITIVE POSITIONING	Great Escape's highest competitive edge is that it offers the only "Escape Room" experience within a 1 hour radius. Although customers have choice on their active entertainment outings (such as trampoline parks and nature camp grounds), Great Escape offers high quality time period rooms that deliver a unique experience that challenges the mind and builds teamwork all while accommodating to the activity cognitive level of their customers.
TARGETED MESSAGE	Great Escape is a live action adventure game in which players are placed in a room and have to use elements of that room to solve a series of puzzles to escape or solve the mystery within a set time limit. Games are set in a variety of fictional locations and scenarios. You'll only have your teammates and your combined wits to solve the puzzles and the mysteries inside the room! An experience that encourages teamwork and stimulates the creative brain in a fun and exciting environment!
WEBSITE AUDIT	<p>Navigation</p> <ul style="list-style-type: none"><li>• Customer Area does not always link to a page</li><li>• Tickets/Gift Certificates &amp; Customer Area pages have a longer lag time to load</li><li>• Icon Navigation vs Text Navigation</li><li>• "QUESTIONS?" inconsistent format</li></ul> <p>Logo</p> <ul style="list-style-type: none"><li>• Not visually connected to website design</li><li>• Not featured with url</li><li>• Not branded across assets</li><li>• Formats to Mobile Device, Reformatting needed for desktop</li></ul> <p>Design Conventions &amp; Style Inconsistencies</p> <ul style="list-style-type: none"><li>• Logo</li><li>• Text linked pages have multiple font &amp; text styles</li></ul>