

Creative Brief

Project Name

Fish Creek Animal Hospital new website design

Date:

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Prepared by:

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Submitted to:

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Project overview:

Client requests a new website to provide information about services and events, as well as to display their pet gear, enroll users in a weekly newsletter, and run a biweekly blog.

Background information:

The client currently does not have any website or a newsletter for customers. They would like to be able to display their products and information to current and potential clients. They would especially like to show case their pet clothing and gear, which generates 30% of their revenue.

Target user insight information:

Users are local, mainly retired people 50-60 years old that have money to spend on pets, and people aged 25-30 that have children with pets.

Brand attributes, promise and mission:

Friendly, minimalistic, visual, modern

Competitive landscape:

Competitive businesses include St. Mina Animal Hospital, Mira Lagos Animal Clinic, Country Club Pet Hospital, and 287 Animal Hospital.

Fish Creek Animal Hospital is in a transitory area where many new clinics may open to compete with them, and new clients may view a local business as antiquated.

Business objectives – success criteria:

20% increase in all visitors enrolling in services and events, and 30% increase in current customers enrolling in the newsletter. Pet gear revenue will increase by 10% in the next three (3) months.

Testing requirements – measurement of success:

Use Google analytics to observe website activity on a weekly basis. Also, observe the amount of newsletter sign-ups from new and current clients, and track sales of pet gear and services on a weekly basis.

Creative Strategies:

Usability testing throughout the building process.

Functionality and Technical Specifications:

Provide wireframes and usability diagrams for approval before beginning the project. The website will be built using HTML and CSS.

Contribution and approval process:

The client will provide any necessary logos, images, and necessary information for the site. The designer may also use other images with proper credit.

Timeline:

Client would like to see significant progress by October and have the site completed by December.

Budget:

Client will pay in full for the website once it is complete.

Account Approval Signature

Client Approval Signature

Signed on