# Creative Brief

## Project Background

* **Client:** Every Good Work North Texas
* **Product/Service:** Volunteer Work
* **Existing Research:** Current website
* **Date:** 12/5/2023

## Overview

* **Project type:** Website redesign
* **Reason for project:** When students get promoted from CTEC 3350-001, they have the skills necessary to apply for junior level UI developer and UI/UX designer positions with the confidence to be successful. Because of this, students should have something available for recruiters to see and experience the design process and skills developed by each student.
* **Opportunities:** To be found by people of all ages and have a curated design that can be served as an engaging website that encourages community volunteer work.Student will be able to showcase their web design skills.

## Drivers

* **Goals:** Redesign a volunteering website that is 100% mobile responsive in order to attract more volunteers.
* **Top three objectives:**
  + Target more youth. encourage them to volunteer.
  + Attract more sponsors, businesses and individuals.
  + Choose the right colors, imagery and styles that would demonstrate unique characteristics to the audience of the website’s brand.
* **Project length:** roughly one month
* **Length of time until goal is achieved:** end of the semester

## Audience

* **Target Audience**
  + **Age:** youth (13-18), adult (19+)
  + **Sex:** both male and female
  + **Education:** for adults; GED or high school diploma
  + **Technology competency:** ability to access a website
  + **Race:** diverse
  + **Income level:** variable
  + **Other:** Research can be found here: <https://www.everygoodworkntx.org/index.php>
* **What do they think of us?** The community appreciates how the youth is getting more involved with the community thanks to the efforts of Every Good Work.
* **Why should they care about this project?** Every Good Work is a nonprofit organization organization that is uniquely, locally based in DFW. The aim to expand their community and encourage more youth to get involved with their community.

## Competitors

* **Direct competitors**
  + Boy/Girl Scouts
  + Other groups that volunteer
* **Indirect competitors**
  + Other nonprofits
  + Social clubs/groups
* **What efforts could we duplicate from our competitors?**
  + Identifiable, unique branding that stands out
  + Consistent design
  + Ample resources
  + Inspirational text
* **What makes us unique from the competition?**
  + Locally based

## Tone

* **What tone should we use to communicate to our target audience? Why?**
  + Because we are trying to get more youth to volunteer, the tone should be encouraging, inspiring, and impactful. The language should be engaging and geared towards a younger audience, so simple, effective wording would also be a plus.
* **What adjectives describe the feeling we are trying to project or our approach?**
  + Engaging, encouraging, inspiration, refreshing, effective, exciting

## Message

* **What message are we trying to convey with this site?**
  + Anyone regardless of age can make an a positive impact on their community. Young people volunteering and engaging with their community will not only be of benefit to themselves, but for others as well.
* **Is copyright provided by the client?**
  + Yes

## Visuals

* **Are we developing new images or picking up existing ones?**
  + A mix of both. The majority of images will be provided and reused from either the original image or through stock image services. Additionally, the images will be edited in order to create more imagery.

## Details

* **What information on the site must be included?**
  + General pages such as the home page, about, events, volunteer positions, sponsors, programs, donate, and contact. Error pages such as 404 and 500 errors.
  + Ability to sign up for events and volunteering positions.

## People

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