# Creative Brief

## Project Background

* **Client:** Rebecca Kerr
* **Product/Service:** Redesign
* **Existing Research:** None
* **Date:** 05/07/2023

## Overview

* **Project type:** Website redesign
* **Reason for project:** The company Outdoor Warehouse Supply reached out asking for a more modern and friendly website. They want to promote new services such as plant education as well as lower their target demographic to be college students and people of lower income while also maintaining their previous demographic.
* **Opportunities:** To improve business and open it to a wider variety of people, especially college-age and those of lower income. To teach people about plants and encourage more people to get into gardening and owning house plants.

## Drivers

* **Goals:** Completely revamp their website by the end of the current semester. Redesign all pages to be mobile/tablet responsive and have a friendlier, more modern flair and advertise new services.
* **Top three objectives:**
  + Encourage people to join gardening classes
  + Select photos the client provides to make the website as aesthetically pleasing as possible
  + Choose the right colors, imagery and styles that would give a friendly impression
* **Project length:** roughly one month
* **Length of time until goal is achieved:** end of the semester

## Audience

* **Target Audience**
  + **Age:** 18 – 32 years old
  + **Sex:** both male and female
  + **Education:** Starting college, bachelor’s degree
  + **Technology competency:** they can use a computer and smart phone, and are accustomed to working with mobile apps daily
  + **Race:** diverse but leaning towards white and Hispanic
  + **Income level:** 18K – 32K per year
  + **Other:** Research can be found here: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4419447/
* **What do they think of us?** Right now the website appeals more to older people, those that have a lot of money, and businesses and we want to branch out to the younger generation.
* **Why should they care about this project?** We are including more gardening help and plant care services, which have been proven to reduce stress. College students are usually very stressed out, so this will be a good way to introduce them to this wonderful hobby without them having to pay for it. It will open them to all kinds of new opportunities such as growing their own food so that they can save money on groceries.

## Competitors

* **Direct competitors**
  + Calloway’s
  + Home Depot
  + Lowes
  + Ace Hardware
* **Indirect competitors**
  + Facebook Marketplace
  + Etsy
* **What efforts could we duplicate from our competitors?**
  + Improving design aspects, focusing more on the user experience and less on aesthetics, improving graphics and images used on the site
* **What makes us unique from the competition?**
  + Not only do we offer the supplies needed for gardening in our classes, we also allow them to take the plant and everything home entirely for free.

## Tone

* **What tone should we use to communicate to our target audience? Why?**
  + We should use a casual tone because we want to appeal to college students and the younger generation and move away from strictly businesses and wholesale.
* **What adjectives describe the feeling we are trying to project or our approach?**
  + Friendly, calm, colorful, vibrant, happy, sleek.

## Message

* **What message are we trying to convey with this site?**
  + We are trying to persuade the user to join one of the new gardening classes and get more people interested in gardening and plant care.
* **Is copyright provided by the client?**
  + Yes, copyright is provided by the owner to redesign their website with existing content.

## Visuals

* **Are we developing new images or picking up existing ones?**
  + All images will be provided to the developer by the client. The developer will then choose the photos that will be added to the website.

## Details

* **What information on the site must be included?**
  + Products, previous services offered, contact information, business hours, new clearance section, and delivery options.

## People

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