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Creative Brief  
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**Everything you need to know for Studying Abroad in Australia**

* My audience will be college students who are looking to study abroad in Sydney, Australia.
* I am doing this because prior to studying abroad I felt like I had no one to look to, to answer all of my questions. I am really passionate about this topic.
* It will include packing lists, restaurant recommendations, going out life, and travel destinations
* At Miami, the Abroad Advisors don’t necessarily have the all answers that students are looking for because they have not experienced Australia in this unique experience. I could use them to recommend this informational platform (which is great marketing).
* I received a lot of messages this year from younger people asking me the same questions about my experience. I thought that if I created this, it would be used for those students.

1. Background Summary: the client is the average college female that is looking to study abroad in Australia (catered to females more, but helpful to males as well). It provides students with all of the hacks on how to prepare and how to make the most of studying abroad in Australia. There are many travel guides on the web that tell you places to go and things to do in Australia, but mine is unique because it caters to college students. It is also cover FAQ that most students have when it comes to studying abroad. I believe a threat would be that it only has a small target market.
2. Overview: We need this project because it is really frustrating and scary to go live across the world and have so many unanswered questions.
3. Drivers: The goal of this project is to create a place where all of these frequently unanswered questions can be answered. I am trying to achieve a website of efficiency.
4. Audience: I am talking to college students who really look up to people who have already gone through this experience. It creates a sense of ease and comfort to feel as if you’re not alone and that you will figure everything out.
5. Competitors: Australia is really big, but it is really catered to tourists. There are only so many things to do and there are a lot of different travel sights that cover these activities. The competitors have a lot more information that cater to a much larger market, but I think the market I am segmenting in a growing market.
6. Tone: Communicating as a site that will make your life easier. The tone I am aiming to use is one that shows efficiency, and relaxation. I want users to come to my website to help them feel ease at mind.
7. Message: Words are developed on the site.
8. Visuals: I used existing images that I took during my adventure abroad and images to aid the information on the site that I did not take.