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| **Project Title:Website for Eric Cardoso** | [Organization Name]  [August 19rd, 2016] |

**1. Client Contact Details**

[Eric Cardoso]

[eric.cardoso1@gmail.com]

[647-825-7390]

**2. Budget & Timing**0-100$ (Mostly to web hosting)

8 Weeks

**3. Project Outline**

[Why would you like a new website? What do you need a website for: traffic, sales, response rates, leads generated, online authority? Who is the target audience of the website?]

Website redesign needed to modernize existing website. Current website is dated (c. 2009), has weird affiliate links scattered throughout, lots of weird styling/decorative flairs, hard to read text. Online advertising could be used - little/no social media presence, could help drive revenue in slow season/maintain existing clientele.

Target are South Asian clientele (Indians, Pakistanis, Sri Lankans), white women with cultural fetishes.

**4. Websites you like**

[Provide examples of those websites (or parts of websites) with the type of design and functionality you like ((from any industry)]

See inspiration at

https://www.pinterest.com/ericcardoso1/cuisine-of-india-website-inspiration/

**5. Your Current Website**

|  |  |
| --- | --- |
| What is good about your existing website? | Extensive list of offered products.  Email contact form.  Relatively clear photos |
| What is bad about your existing website? | Weird affiliate links on site map.  Does not clearly indicate Peacock Express is closed.  Poor choice of fonts.  Cluttered, dated, a little hard to read. No ability to update |
| What levels of traffic is it currently receiving? If possible please provide access codes to your statistics trackers. | Minimal, no analytics currently running. |
| How is your website performing for your objective? (Traffic/ Sales / Response rates/ Leads generated/Reputation): | N/A |
| Which host and hosting package do you currently use? | N/A |
| Are you happy with your hosting services? | N/A |

**6. Website architecture**

|  |  |
| --- | --- |
| Do you have a site map? | To be implemented |
| Do you have a mood board? | To be implemented |
| Number of sections: | Home  Menu  Contact/Order form |
| Number of pages: | To be determined |
| What features should your website have? | * Easy–to–update for non-technical people * SEO-friendly * Ecommerce * Newsletter * Members section * Email marketing * Mobile-ready * Photo and media galleries * Feedback & contact forms * Surveys * Blog * Content Management System |

**7. Website design and style**

* Stylish
* Humble
* Helpful
* Prestigious
* Simple/Clean Slick
* Approachable
* High-tech
* Corporate
* Modern
* Authoritative
* Funky
* Caring
* Natural/Organic
* Credible/Expert
* Playful
* Elegant
* Sophisticated
* Fresh
* Helpful
* [Other words?]

**8. Search engines**

[List the top seven search phrases that people use (will use) to find your site]

**9. Social Media**

|  |  |
| --- | --- |
| Do you have an existing social media strategy? | To be implemented |
| Do you need help with social media profiles setup? | ... |
| Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube) | Yes |

**10. Content**

|  |  |
| --- | --- |
| What types of content will be on your website – e.g. text, photos, audio, and their current format – e,g. digitized hard copy? | Photos of dishes  History/accomplishments/work experience  Video of cooking  Photo gallery  List of available dishes |
| What content is now produced? | None |
| What new content needs to be produced? |  |
| Do you need assistance with producing new content? | Self Produced |
|  |  |

**11. Competition and Niche**

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| --- | --- |
| List your competitors’ websites and other important websites in your market/niche? | … |
| What are they doing well? | … |
| What are they doing bad? | … |

**12. Any Other Comments?**

Creative Brief

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| --- | --- |
| Project name: Eric’s Website Project | Date: August 3rd, 2016 |
| Prepared by: Eric Cardoso | Submitted to: -- |

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| Project  overview |  |
| Background information |  |
| Target user insight information |  |
| Brand attributes, promise and mission |  |
| Competitive Landscape |  |

|  |  |
| --- | --- |
| Business objectives - success criteria |  |
| Testing requirements - measurements of success |  |
| Creative strategies |  |

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| --- | --- |
| Functionality and technical specifications. |  |
| Contribution and approval process. |  |
| Timelines |  |
| Budget |  |