Ivy Nguyen – 1001624506
CTEC 3350-001
Website Redesign Project
April 30, 2024

Creative Brief

Project Background

- **Client:** Ivy Nguyen
- **Product/Service:** Student
- **Existing Research:** None
- **Date:** April 9th, 2024

Overview

- **Project type:** Website redesign
- **Reason for project:** The client would like a redesign of their website that welcomes volunteers and sponsors to their page.
- **Opportunities:** To be supported and backed by partners, volunteers, and donors to serve their mission of eradicating homelessness and hunger in their communities.

Drivers

- **Goals:** To improve overall user experience while conveying compassion, kindness, and empathy.
- **Top three objectives:**
    - Attract at least 6 new business partners that have similar goals that would align to the Christian organization and potentially add a new partnership tier system.
    - Increase visibility and attendance at events such as food drives by at least 20% to 30% per year.
    - Have a ratio of 4:1 attendee to volunteer ratio at each event.
- **Project length:** about 3 weeks
- **Length of time until goal is achieved:** end of the semester

Audience

- **Target Audience**
    - **Age:** 16 – 70 years old
    - **Sex:** both male and female
    - **Education:** High school diploma to bachelor's degree
    - **Technology competency:** They can use a computer, phone, or tablet.
    - **Race:** Diverse
    - **Income level:** 0 – 80K per year
- **What do they think of us?**

- o Potential partners, donors, and volunteers are looking for a non-profit organization to support that aligns with their views. Those who are receiving these donations are grateful when the client can help them with their needs.
- **Why should they care about this project?**
    - o Non-profit organizations rely on their use of advertisement and events to obtain donations and goods to serve their mission.

Competitors

- **Direct competitors**
    - o Other non-profit organizations that run mobile food pantries as well as having certain assistance programs.
    - o Food banks
- **Indirect competitors**
    - o Medical supply donation
- **What efforts could we duplicate from our competitors?**
    - o Competitors put a great emphasis on volunteering and partnerships throughout the website. As this is a program that continues to run because of the generosity of their donors, the website should emphasize that.
- **What makes us unique from the competition?**
    - o There are different types of volunteering events that volunteers could participate in. The client also hosts a variety of assistance programs that people can potentially sign up for.

Tone

- **What tone should we use to communicate to our target audience? Why?**
    - o The tone should be friendly and the content should be welcoming. The whole website should convey a compassionate point of view in all aspects specifically, photos and content.
- **What adjectives describe the feeling we are trying to project or our approach?**
    - o Caring and compassionate

Message

- **What message are we trying to convey with this site?**
    - o We are trying to convey that we are available to those in need and are in the business of leaving no one behind. With the resources and funds that are provided to us, we are determined to keep our services running to ensure that no one is left hungry.
- **Is copyright provided by the client?**

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- o Some of the copyright is provided by the client, otherwise the content is created by the developer.

Visuals

- **Are we developing new images or picking up existing ones?**
  - o All images that are going to be used from this project will come directly from the organization's Facebook page or stock images.

Details

- **What information on the site must be included?**
  - o The following pages are required:
    - Home
    - About
    - All Events
    - Individual Event details
    - Programs
    - Individual Program details
    - Become a Partner
    - Volunteer
    - Donate
    - Contact
    - Success
    - Fail
    - 404 Error page
    - 500 Error page
  - o Most of the information should be taken from the client's previous website or their Facebook page.

People

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