

1. Definition of Potential Product/ Attention Grabber

The Creative Brief begins with a brief (no more than two sentences or 25 words) and clear identification of exactly what the finished product will be. The point is to catch your readers' attention, to let them know that reading on will not be a waste of time, and, if possible, to convey a touch of the excitement of the potential product.

MELODY

As an older company that largely deals with other businesses, StyleCAD kept a dated website because most of its business was done offline. However, we believe StyleCAD's website has a lot of potential and that an active website can be used in ways to really engage current and future customers. The finished product will showcase major product differentiators in unique ways, organize its content in the most intuitive way and have features that will truly engage users.

2. Scope

A. Summary of Content

In this segment, you provide a brief but organized description of the major categories of your subject matter, possibly with a few sample details thrown in to add interest. The summary of content is often the longest segment of a Creative Brief, but still should be confined to no more than three or four paragraphs. Using a structuring method such as numbering or bullet points can produce a favorable effect of organization, as well as adding white space, which makes a page more inviting to read.

MELODY

Considering both client and user needs, we have come up with content we believe will meet both parties needs. These groupings will serve as the main groups of information organizing content on the site and therefore, serve as the main way to navigate through the site.

Software

The software page will consist of an overview of the various components of the software. Here, we will include various media to showcase the software being used to show off the major product differentiators. Attractive images and video demos will be displayed here as well.

Industries

This page will showcase the industries the software is used for, but rather than just explaining how the software is being used in those industries or user testimonials, we will present case studies to truly showcase the use and success of implementing the software for various industries.

Support

We believe this page needs the most work as it is the page that is least emphasized but has the most potential to draw heavy traffic to the site and increase sales. As of now, the company has a great support system but the site does not show it off, therefore, various functions (FAQ, forums, chat, email) can be implemented to facilitate support online. Support is also a major product differentiator so this subgroup will also showcase the ease and ability for the company to provide support.

About

As a company that does a lot of business offline, this section is really important. Most sales are made over the phone and therefore, we plan to organize the content in a way to draw attention to the phone number and include a major call to action.

News

This section will contain news that clients are making around the world. As a potential buyer, this section will be a great place to push sales as it showcases the software in use.

B. Estimate of Total Program Size

This section gives a ballpark estimate of the overall size of the finished product. For both design reasons and production reasons, it is important to set limits at the very beginning of the design phase. Scope should be defined as concretely as possible, e.g. "a maximum of so many key screens, so many minutes of video, so many words of text or narration, etc." Of course the project is only beginning, so no one expects pinpoint accuracy with these predictions, but it is important to define at the beginning whether you are getting into a ten-minute newsreel or *Gone with the Wind*.

A good approach is to define scope in terms of minimum and maximum: "The program will use no fewer than 20 video clips but no more than 40, no fewer than 10 but no more than 15 text screens with a maximum of 300 words of text each, etc." It will be helpful for both client and your group if you specify how many major templates you will produce. Templates showcase the structural layout of pages in which the appearance remains constant, but the content changes as well as certain navigational aids (breadcrumbs, page names, etc).

MELODY

Figure this out later.

The website will contain the aforementioned sections. Some sections will have 5-6 subgroups while other sections will have 1-2. Each section will include edited text from the current website, new images and video content. For some of the major sections, we are implementing features such as a forum as well as conducting case studies with previous clients. The whole site will get a new user interface and branding look.

3. Objectives

A. Client's Objectives

The client and the production/design team need a specific, measurable definition of what the finished program is intended to accomplish- for example, "Increase walk-in traffic in the client's retail site by 20% or more as of 12/1/2000." There is often more than one client objective. Your Client Surveys from the first assignment should make this section easy to write.

MELODY

After speaking with the owner of StyleCAD, these seem to be the major objectives of the site:

- Engage all user age groups ranging from college students to older businessmen
- Create a sleeker interface, modern but straightforward
- Support current users
- Showcase to the fullest ability the product differentiators
- Showcase the products ease of use
- Through showcasing product features, push sales and interest in the StyleCAD product

B. Audience's Objectives

From the design point of view, the target audience's objectives in using the finished program are far more important than the client's objectives, and the difference must be kept straight. The audience's objectives can be best clarified by asking what are they looking for, or what task do they want to accomplish. In other words, once someone has gone through your website, what will they have that they did not have when they started? How will they be changed? Will they be able to do something worthwhile that they could not do before? Will they be motivated to pursue some course of action? Will they have passed some time pleasurably? So pleasurably that they will want to come back? Make sure to draw upon your User Surveys from the first assignment in this section.

After interview with our target users, we understand their needs. For the first-time visitors, they probably heard about this software from their friends, and come to the website through a search engine. They want to know the basic information about who we are, what they can accomplish by using the software, and would like to download the software. We expect to our audience to learn about our client and raise their awareness of the brand. We want them to feel exciting about our CAD system would help them to produce excellent work. This feeling will lead them to download the software. According to the survey, we also learned that customer support is extremely important for returning visitors. We learned they come back to the website because they may encounter some difficulties while using the software and look a help document; they

may want to report a bug or leave a comment; or they want to see developer's progress. We want to them feel that our client care about the users after they visit back the website.

Audience

The reachable audience group for our project is composed of three distinct user groups. The user groups were derived from client interviews and user interviews conducted in the earlier stages of the project development. The first user group: Educators – those who teach CAD Software/Systems in classrooms. Second are the Students – are taught and expect to work in a CAD related field. Lastly, Industry Businessman – the group that professionally uses CAD Systems and Software. Each audience group is further explained below:

Audience Group 1 - Educators

The Educator group mainly consists of lecturers and professors at the community college, art school, and educational business level. For the most part, these individuals understand a great deal about CAD Systems and CAD Software; as they were once students themselves. This audience is fairly comfortable with the CAD industry although they may not be on par with the latest and greatest in CAD releases. Some of the educator users reported that they strive to teach the latest and most state-of-the-art CAD systems available; others however reported that they only teach what they have learned- in large part due to restrictions from budgeting at their institution but also out of the inability to receive thorough information on new releases. This is one area in which StyleCAD wishes to meet the user's needs. StyleCAD wants to provide manageable and informative assistance about the latest systems available so Educators are more inclined to purchase from them. In addition, for those who cannot upgrade to newer systems; StyleCAD wants to provide complete documentation and provide more thorough support. If there is no immediate purchase of a CAD System, the customer-friendly and simplistic revamp of support will paint a good picture of StyleCAD and increase their reputation.

Audience Group 2 – Industry Businesspeople

This group is made up of the professionals who use CAD Systems and CAD Software for their business. Whichever industry they are in, they look to CAD Solutions to help them accomplish all the tasks they need to get done. Because they only focus on one aspect of CAD Solutions, they will not be interested in the entire StyleCAD website- but they will expect the portions that address their needs to meet and fulfill everything they need. This is where we will help StyleCAD, the architecture of the existing site makes it difficult to address what each industry type wants to see. Industry-specific users want to find very particular things when visiting a CAD site. Some of these overlap from the Educators needs, such as support and documentation for their current CAD Solutions, but also include a directory of locations that offer training for their newly hired employees. Industry businesspeople also want to receive or be able to find information about the latest updates on entirely new systems and also be alerted to when their current CAD solution has a driver/software update. If StyleCAD can maintain a constant relationship about news and updates with customers, even if the CAD Solution was not purchased from them, users will hopefully be more inclined to return when a new CAD Solution needs to be purchased.

Audience Group 3 - Students

This genre of users is possibly the most diverse group of users. Although a student user may exclusively be a distinct user from the other two groups. There is the possibility that a student user may also be an educator and a businessperson. In these two cases- the most common need of theirs is to find places where they can take classes to learn about the features of their CAD System or about feature updates to their CAD System. As mentioned before, this will mean StyleCAD would want to provide a directory of school and centers that offer educational classes. For users who are exclusively students – StyleCAD would want to meet their needs by offering support and learning supplements. Some of the learning supplements can be in the form of demo videos (which have a high risk of being unappealing) or even online quizzes to help with retaining what they have learned in classes. Students of CAD System classes also have a high probability of working in a field or starting their own business that heavily relates and will use CAD Solutions. By offering promotions or Student based pricing deals, StyleCAD can attract the user group to maintain a relationship with their business.

Personality and Tone

The brand we wish to convey with StyleCAD is a corporate-professional, yet minimalistic feel. We'll further this brand by using the language that the CAD industry is familiar with. At the same time, we must be concerned with those who are not as familiar with CAD Systems and tailor the site to meet their needs. This will most likely be done through a “What is CAD?” Portal. However; for the most part, the site will be tailored to meet the needs of the audience identified in the previous section – which mainly consists of those who are more familiar with CAD Solutions and CAD language. To make sure the site does not overload with information, we aim to provide graphics and other media to balance the text bits on the site.

Current Mindset

As of now, the user audience is greatly misaligned with the StyleCAD website. This is in large part due to the state of the current site, which is dominated by text and horrible graphics. The poor design and information architecture definitely leads to users being turned away from the company. The date at the bottom of the site indicates that this site has not gone through any major changes in the last six years. User surveys did not specifically indicate whether they have conducted business with StyleCAD specifically but based on appearances- if we were users, we would be hesitant to trust the site and the business as a whole.

Key Target Audience Insight

The objective of the project is to not only motivate users to visit the StyleCAD website, but to take an initiative to engage in a relationship with the business. Whether it is to directly purchase an available CAD Solution from them or be informed on news and updates or be helped with support documentation and driver/software information. An impressionable company that gives off a professional, informative, and easy-to-use website in the CAD industry immensely helps. Since the CAD industry is all about design, a well designed website will offer users all the information they need and more importantly, the information they want. We hope that the site will be easy to use and strike the visitors of the site with an impression that will interest them in conducting business

with StyleCAD or sharing the site and the business name with peers.

8. Special Issues/ Problems Anticipated

In many projects, this issue doesn't come up at all. However, you should think carefully to see if you need to warn your clients and team about any potential obstacles so that options can be examined as soon as possible. Examples would be problems in getting rights to photos, music, etc. you may need, need for continuing maintenance of a web site, complex interactivity in the product that may take extra programming resources, etc.

Some issues we may have is the media format problems. There are several GIF animations on the website that demonstrate the functionality of the software, but we feel GIF effects are not good choice, because users are unable to control the video demonstration. However, we may have trouble to change the format of the these GIF pictures. In addition, we would like to make a forum that users can help each other when they have problems, but with limited amount time and programming skills, this is not likely to happen in the end of the quarter.

Sites - Oracle, SAP

People really using the software, interacting “beatufiul images” not stock

The software being used – screen videos of things being rendered etc. featuring those product differentiators!!

What do people have to know to make the call