

creative brief

project summary

General project information, goals, and relevant background.

1. Site URL(s) migrating into the CMS:
2. Site Owner (Project Lead):
3. Department Head:
4. What is the single-most important purpose of the site?
5. Will the site be redesigned before migration into the CMS?
If so, what design resources are available to the department?
6. What areas of the current site are successful and why? What areas need the most improvement?

audience profile

Who is the target audience?

1. Profile the target audience(s). Choose a typical user: include age range, frequency they'll visit this site, and any other relevant information.
2. Rank the top 3-5 tasks visitors would perform when visiting the site (i.e. set up an advising appointment, calculate GPA, get news headlines).

message

What do you want the target audience to know when they visit?

1. If you could get one message across, what would that be?
2. If redesigning, how will you measure the success of the redesigned site?
3. What adjectives can be used to describe the way your site should be perceived?