



Client Creative Brief

Date: _____

Instructions:

Please complete this form and return it to ILL DESIGNS by email as an attachment to: id@profileworld.com

www.illdesigns.com

Project Name: _____

Personal Information

Your Name: _____
Your Address: _____
Home Tel. #: _____
Cellular Tel. #: _____
E-mail Address: _____

Company Information

Company Name: _____
Co. Address: _____
Tel. #: _____
Fax #: _____
Years in bus: _____
E-mail Address: _____

Project Stakeholder(s): _____

Desired Launch Date: _____

Development Budget: \$ _____

Business Objectives

The Web site will provide:

- Information, Other: _____
- Pictures, Other: _____
- Ability to shop online, Other: _____

I expect the Web site to accomplish the following:

- Provide greater exposure for products and/or services, Lower advertising costs,
- Increase revenue, Lower distribution costs,
- Improve the customer experience, Other: _____
- Provide customer service, Other: _____
- Support and increase sales, Other: _____
- Streamline information updates, Other: _____

Project Objectives

The Web site will allow visitors to:

- Learn about my company, Contact company/ me, Other: _____
- Learn about my product and/or service, Shop online, Other: _____
- Learn about my events, Download brochures, Other: _____
- View New Developments, Get answers to common questions about my industry, Other: _____
- Get the latest news on my industry, Find resource information, Other: _____

Model Web sites: (List Web sites that you like or which have features similar to what you want in your project.)

www. _____ www. _____
www. _____ www. _____
www. _____ www. _____

User Profile: (Describe your audience.)

Feature Summary

I want my Web site to consist of the following features: (Describe each feature in detail.)

- | | |
|---|---|
| <input type="checkbox"/> About Us | <input type="checkbox"/> Events |
| <input type="checkbox"/> Product | <input type="checkbox"/> Resources/Links |
| <input type="checkbox"/> Services | <input type="checkbox"/> Clients |
| <input type="checkbox"/> Photos | <input type="checkbox"/> Partners |
| <input type="checkbox"/> Contact | <input type="checkbox"/> Download page (audio files, e-books, etc...) |
| <input type="checkbox"/> Career information | <input type="checkbox"/> FAQ's (Frequently Asked Questions) |
| <input type="checkbox"/> News | <input type="checkbox"/> New Developments |
| <input type="checkbox"/> Shopping Cart | <input type="checkbox"/> No. of items in shopping cart: _____ |
| <input type="checkbox"/> Other: | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Other: | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Other: | <input type="checkbox"/> Other: |

Additional Specifications:
