

Website Redesign Creative Brief

1. Project Overview

Summary:

Briefly describe the website and reason for redesign.

2. Goals & Objectives

1. *List specific objectives (e.g., increase leads, improve UX).*
2. *Add measurable goals if possible.*

3. Target Audience

Primary Audience:

Describe main users (age, interests, needs, etc.).

Secondary Audience:

Describe any secondary groups.

4. Brand & Messaging

- *Key Messages to Communicate*
- *Brand Voice/Tone*
- *Style Guidelines*

5. Competitor/Inspirational Websites

- *List 2-3 competitor or reference sites with notes.*

6. Sitemap & Key Pages

1. *Homepage*
2. *About*
3. *Services/Products*
4. *Contact*
5. *Other (list as needed)*

7. Functionality & Features

- *Forms, CMS, Blog, E-commerce, Search, etc.*

8. Timeline & Deliverables

Key Dates:

Project phases, deadlines, launch date.

Expected Deliverables:

Wireframes, prototypes, final files, etc.

9. Budget

Outline expected budget or constraints.

10. Stakeholders & Contacts

Project Lead:

Name, role, contact info.

Other Stakeholders:

Names, roles, responsibilities.

11. Approvals & Next Steps

- *Key approval points*
- *Next actions following this brief*