



## Website creative brief

Dear client, please fill in the fields, given in this document, this will help us prepare the preposition for developing a website for your company in shortest period of time.

### 1. Company information

|   |                     |
|---|---------------------|
| Company name:                             | Age of the company: |
| Current webpage (if exists):              |                     |
| Company profile:                          |                     |
| Products that are planned to be promoted: |                     |
| Product price range: €                    |                     |
| Company mission:                          |                     |
| Main website task:                        |                     |

### Information on competitors of the company:

| Company name                                   | Website | Pros | Cons |
|--|---------|------|------|
|  |         |      |      |
|  |         |      |      |
| Why are you better than your clients:          |         |      |      |
| Any additional information about your company: |         |      |      |



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## 2. Information about your target audience

Geographical area of activity:

Demographics of the target audience:

Target audience: kids men women in relations single

The age of the target audience: 0-18 18-25 25-35 35-50 50-70

Monthly income of target audience: 500-1000€ 1000-3000€ 3000-7000€ more than 7000€

Interests of your target audience:

Education of your target audience: primary secondary specialized

Occupation of your customer:

Type of your consumer: conservative modern futurist

Results of marketing research (if ever made)

Marketing difficulties (possible negative image of the product)

## 3. Website design & style

Type of website: corporate informative product catalogue image

Does the company has a corporate identity and should we stick to it: no current corporate identity identity is available, but you can deviate from it need to stick (the style will be sent separately)

Freedom of action in the visual part of the design: limited, the site should be strict / business style daring visual solutions partially welcome complete freedom of action in design

The site should be: modern traditional serious friendly corporate public look expensive easy strong soft striking classic elegant romantic minimalistic vivid funky energetic historical other

Development should be focused on the: image part of the site / the design providing textual information in an accessibile from functionality and services of a site

Color scheme for the site bright, showy colors muted, calm tones comment

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When visiting your site, user should:

See

Do

Feel

The most successful website design, by your opinion:

The most unsuccessful website design, by your opinion:

What should not be in the website design:

Mandatory requirements for the design of the site:

#### 4. Website technical information

Planned website domain name:

The website will have the following sections (pages): About Company News Contacts  
Product Catalogue Gallery Other

The website is created to execute following operations: publish company news publish articles  
mailing company news publishing of press releases & documents creating a product catalogue  
option to put desired products into shopping basket option to pay for products online (online store)  
option to keep products in the basket (basket with memory) product import from XLS or CSV database  
calculation of the product delivery basen on dimension, weight and way of delivery of the product.  
virtual gift cards (entering the gift card number uphon purchase) partnership programs  
option to search the site publishing of company vacancies option to publish files for download  
customizable online forms FAQ section of the website clients guestbook on the website  
administratable bulletin board self & external baner ads rating system  
administratable user registration with permission levels publishing the calendar events  
RSS feed option to embed videos from YouTube or Vimeo "Responsive" version of the website  
website version for hi-res or Retina displays other modules

Website languages: English Russian other

How often do you plan to update your site:

Website update is performed by: company developer together

Browser support request: \*

Additional technical demands fo the wibsite:

\* By default, developer supports following internet browsers: Internet Explorer 9+, Chrome, Safari, FireFox

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## 7. Additional information

Responsible person from the client side:

Deadlines for the project:

Planned project budget:

*Press the button to send this form with available e-mail software  
or save the file and transfer it the way comfortable for you.*

## About our company

Computer Graphics Ant — is a Latvian based company, which offers integrated solutions for the design and marketing. The profile of our activity includes: 3D modeling, visualization and animation, graphical design and illustration, photo shooting services, development of animation and video from production to the complete product, development of the websites of any complexity, from “business card” website to fully functional online store. As well as online and offline marketing and event management.

## Experience

We try to keep our online portfolio ([www.cgant.com](http://www.cgant.com)) updated at all times and we are proud of our reputation among our clients with loud names in today’s market.

## Contact information

Phone number in Riga: +371 28237722

Phone number in Moscow: +7 (926) 666-00-24

E-mail: [info@cgant.com](mailto:info@cgant.com)

[www.cgant.com](http://www.cgant.com)