

Brief for WinsomeWatches

What is this project?

In keeping with the instructions of **YourInspirationWeb** my first step in designing my new website is going to be to compose a brief, assuming I'm both the designer and customer.

What questions should the brief address?

Understanding the specific needs of the client: .

- Who are we working with?
- What information do we have about the client?

What is the client's request?

- Does the client already have something in mind?
- What are the needs of the client?
 - Who is the client's target audience?
 - What is the client offering to the target audience? What is the product line?
 - Is there any evidence or proof that the client's offer is genuine?
 - Feedback, customer testimonials?
 - What main idea is the client trying to convey to his/her target audience?
- Look at the main competitors' sites
 - What are the client's aesthetic preferences?
 - What kind of look does the client want the site to have?
 - Does the client need to have **corporate colors** shown on the website (such as logos, brochures, labels)?
 - Does the client have any preferences in the **colors** that will be used?
 - Does he or she request a specific set of **graphic-related elements**?
 - Does the client want to have a **photographic gallery** or any type of **animated effect**?
 - Will the client provide the **material** that is going to be added in the website (such as images, logos, and text)?

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Heading

Details concerning the meeting: date and place, title of project, names and titles of participants.

Since I will be both the client and designer for this project, a meeting is only hypothetical. This brief was started on Thursday, May 20, 2010. Project name is WinsomeWatches.

Background

Who is the client and what is his or her line of business.

Again, since I am the client, some of this is only going through the motions. But who am I? I'm a young professional, starting my own business as a side project. The entire business will be based online, with possible potential for also selling product at local craft fairs, flea markets, or even possibilities for consignment to local stores. The line of business is retail – jewelry. The product line is designer watches. The products are all handcrafted (by me at the moment, possibly by a few crafty friends as well in the future). The jewelry is geared towards women in the professional world who want stylish, somewhat funky, inexpensive and comfortable timepieces. Additional lines for children, specific themes, or creative uses of watches like necklaces or key chains may be added. Additional products such as matching earrings will also be offered, and jewelry repair services.

A second component to this project will be to use this e-commerce store as an experiment for building a portfolio about social media marketing. As such, this store will function to test SMM strategy and implementation.

Objective

What kind of objective does our client have? Does he or she want to sell products? Obtain better rankings? Advertise the services that are offered?

The main objective of www.winsomewatches.com is to sell watches. The secondary objective is to prove the theory that social media marketing works, and in the process, to learn more about SMM and online advertising and promotion.

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Target Audience

Who is the target audience? Who are the potential customers and/or users of this service?

The target audience, I believe, will be women ages 25-50, and people buying gifts for women within this age bracket. Potential customers will particularly be found through online advertising on facebook, to target people already comfortable shopping online.

The social media portion will be of interest to future employers.

Summary

Exactly **what kind of service is the client requesting?**

Web site and e-commerce design and maintenance, possibly monthly newsletter production, social blog, social media marketing, web analytics.

Keywords

In this section we are to jot down some **keywords that summarize and identify the client and his or her type of business.** For example, if our client was involved in the auto-transport business, what kind of keywords would we jot down? Promptness, safety, efficiency, stability..

Watch, watch face, designer watches, beaded watches, timepiece, clock, bracelet, earrings, fashion watch, handcrafted watch, handcrafted jewelry, affordable watch, handmade watch, handmade jewelry, handmade gifts

Key Points

These are **essential details** that need to be written down.

For example: company colors, logos, images that will be used, the personal style of the client.

Logo is under construction. All images of watches will be taken personally by client and photo shopped before use in web design. Colors at the moment are purples and greens but subject to change. Personal style is fun but professional, accessible, easy to use – something like 1saleaday.com as opposed to Zappos or BlueNile. One main product featured on home page, easy accessibility to product pages, clear and informational static pages. Store feature should be easy to use. Paypal checkout, with google tracking on entire funnel.

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Conclusion

Reflect on what the client expects and what kind of work you will have to do for the client. Come up with a preliminary estimate for the project. Calculate costs and delivery time.

This section is in progress.