



## Nextwave Media Project Profiler

### Introduction

We strive to make each project we develop both effective and attractive. In order to develop the best possible design for your project, we require your input.

This questionnaire is divided into Objectives and Parameters. Objectives are of key importance when designing a project and should be general points illustrating the goal(s) of the project and the audiences it should reach. Parameters are the rules or guidelines that must be followed in developing your project.

Our design experts will study your project objectives carefully and ensure that they are all met while at the same time adhering to any and all parameters you have listed. The detailed completion of this Creative Brief is the most important step you can take to help us ensure that your website is a success.

The questions below are a guideline. If you do not know the answer to a question or it is not relevant to you, please disregard it. If you need assistance at any point or have any questions, comments or concerns don't hesitate to contact us via email: [info@nextwavemedia.com.au](mailto:info@nextwavemedia.com.au) or phone: 1300 859 805

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

ACN/ABN: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_



**Lets Get Start...**

Please give us a brief summary of this project:

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What is the time frame for this project?

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What is the budget for this project? (project development & marketing)

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Please provide a list of 3 – 6 project examples that incorporate overall styles or design elements that you believe would be ideal for your projects audiences.

Please list any website addresses and review each example with specific comments about the aspects of the project(s) that are positive and negative. Your review of these examples will help us understand how you believe your project objectives can best be met.

Example 1:

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Example 2:

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Example 3:

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Example 4:

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Example 5:

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Example 6:

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**Objectives**

**Your Organization**

Who are the members of the contacts from your organization who have final approval on the creative and architecture portions of the project? Please list names, titles, email addresses and phone numbers and describe their involvement.

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What makes your organization special/distinct/unique/successful?

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Use a few adjectives to describe how the user should perceive the new site. (Examples include corporate, casual, fun, innovative, cutting edge etc.) Is this different than the current image perception online (if you have a project)?

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How is your organization currently perceived offline? Do you want to carry the same kind of message through your project?

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What other alternatives does the target user have to access the information and services that your organization is offering online?

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Who are your main competitors?

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**Reasons for Redesign (skip if this is a new project)**

What are the main reasons you are redesigning/developing your project (failure to comply with design standards, outdated, expanded services, different audience)?

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What are your goals? Please consider the top three things you must achieve with the new site, what message the site needs to convey, what main problem the site will solve etc.

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**Site Audience**

Who is the site mainly aimed at?

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Describe the various audiences that will visit your site. Please address how often is each user type online, when, and what they use the web for. Use as much detail as possible in profiling your target user.

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Audience Goals: What will make your site a success and keep people coming back (think from your audience's perspective - what is the audience expecting from the site, what information, products and services do you think visitors will find most valuable)?

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## Content and Navigation

What is the basic structure of your content (names of top-level sections), and how do you anticipate it being organized? Please also attach a tree diagram or flow chart of your intended sections/pages. This is very useful in helping you formulate your information architecture.

(Nextwave will help with content organization and project architecture; this is simply to provide a starting point for discussions). Please use the attached document.

Primary Navigation Example:

- Home
- About Us
- Products
  - Product Category 1
    - Product name
      - Order/Inquiry
- Services
- FAQ
- Contact Us

To help us determine your content management needs, what pages/sections will need to be updated regularly/if at all? Building the facility for you to update pages gives you more control but does add to the overall cost, so you must determine whether it's more economical to send updates to us to complete or you simply have to have the facility to update content yourself.

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What content do you feel is missing from the current site/project or in need of major review? Are there sections that are going to be removed from the current site?

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How much content is anticipated for each main site/project area?

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Will this site use primarily existing content? If content is new, how will it be captured and created, by whom, how often and over what period of time?

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What content would you like displayed on your homepage? For example – Introduction area, News and Events, Hot Topics, Quick Links, Focus area(s) related to a subject pertaining to your organization, etc.

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**Parameters**

**Logo and Print Materials**

Are there individuals at your organization or from a design agency who should be involved in the design process? Please provide contact information.

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Does your organization have an existing logo? If not, should a logo be created for this site/project? If so, should it be used exactly as it is, or can it be altered for use online? Please provide an electronic version of the logo in a scalable vector format.

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--Please provide any relevant existing electronic or printed materials.



**Look and Feel**

Does your organization have a Style Guide (or set of rules) that govern project design?

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Should we be consistent with any existing directions established in overall branding, print pieces, with the current site/project (if applicable)? Describe the consistencies you would like to maintain with these areas.

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Does the organization have a pre-existing colour pallet that we must use? If so, please provide Pantone shades. Are there specific colours that must be avoided?

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Does your organization own any photos or illustrations that can be leveraged online? Should specific images be avoided (examples: used by a competitor, overused in your industry, you've already used and don't want to repeat etc.)? If so, why?

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Do you have a specific budget for the purchase or rental of images for use online? What about for a photo shoot or virtual tours or the development of custom illustrations? If so, what is the budget?

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Are there specific fonts that must be used? If so, please provide the font or a detailed description of the font and the specific usage rules. Are there any fonts that should not be used? If so, why?

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## Extra Services

We offer a range of additional services to assist in the success of your new project.  
*Please tick those you are interested in (No obligation)*

- Ecommerce**
  - Online catalogs
  - Shopping cart facilities
  - Payment gateways
  
- Online Marketing**
  - Search Engine Optimization (SEO)
  - Keyword analysis
  - Pay Per Click search engine marketing
  
- Streaming video and audio**
  - Bring multimedia content to your web audience
  - Integration into existing web pages
  - Branded video player interfaces
  
- Animation**
  - Interactive showcase of products
  - Custom animation, fading images etc
  - Story boarding and development
  
- Nextwave VRTours™**
  - Interactive 360 degree panoramic images great for Accommodation, Conferences, Events and Real Estate can include Floor plans / Maps
  
- Nextwave ListManager™**
  - ListManager lets you create and manage your email marketing newsletters/campaigns directly from your web browser! Start with an existing list of contacts and /or add to a list via a signup form on your website. Then send your own branded targeted email campaigns No experience necessary.
  - More info: <http://www.nextwavemedia.com.au/products/email-marketing.htm>
  
- Nextwave InboxImpact™**
  - InboxImpact is an exciting new business tool that allows you to incorporate full color,



high impact graphics into your everyday email communications!  
More info: <http://www.nextwavemedia.com.au/products/email-stationery.htm>

- **Content Management System** - (to update content internally through the web).
- **Database Integration** - (data coming from an alternative source).

**Additional Comments**

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Thank you for taking the time to fill out this information.

Please email it to [info@nextwavemedia.com.au](mailto:info@nextwavemedia.com.au)

If you have any questions, comments or concerns don't hesitate to contact us via 1300 859 805