X Squared Creative Brief

For all sites

1. What type of site are you wanting?
   1. A single page
   2. Multi-page
   3. Blog
   4. Resumé
   5. Event
2. Do you already own a domain? If so what is it, and do you already have a website?
3. When do you need the website by?
4. What colors do you like most?
5. Do you already have a logo?
6. Do you already have the content written and pictures you want? If so, please provide. If not we can help create content or get stock photos for a fee.
7. Is there any information on the site that will have to be updated regularly?
8. What's the quick elevator pitch?

  What is purpose of the site all in about 1 - 3 sentences

1. Who is the target audience?
2. How do you want someone to feel when they come to the site?
3. What specific problem are you solving, if any?
4. What are three key benefits/items you would like to highlight?

Although features can sometimes overlap with benefits, we prefer to avoid long, generic list of “cool” features/items instead of focus on the most important to the target audience.



1. Do you have any specific ideas or requests for the visual style? If not, just say so, and we would be happy to suggest a creative direction that we think is best.

Are there specific Styles you like? Illustration style, cartoon, professional etc. Specific colors or characters? If so please leave some links.



1. What websites do you like that you would like yours to look/feel like?

Provide links to 3:

1. Is there a call to action we should mention?

Sign up today, contact us, enter your email, etc.

1. Do you have any social media you want to connect with?

For Businesses

1. How does your product or service work?

How do you want to get started using it? If possible, please keep this to 3-4 steps (sign up, check out etc.)

1. List 3 competitor sites
2. What is the size of your company?
3. How long has your company been in this business?
4. Who are your strongest competitors?
5. What are your contact details?

For a Resume

1. Do you want your picture on the website?
2. Do you want to show your skills with any type of visual effects?
3. Provide a copy of your current resumé.
4. If you have a portfolio please provide.
5. Will you want any help adjusting the language used for your resumé?

For an Event

1. Date of event
2. Where is the event? Do you want this to be easily found on the site?
3. Do people need to buy tickets?
4. Tell us about the event? What do you want the person to read on the site about the event?
5. Is there an event schedule? If yes, please provide.
6. Will there be speakers? If so we will need their bios to include on the site.
7. Do you want a map on the site?
8. Any additional information about the event such as accommodations, transportation or parking?