THE COMMUNICATION BRIEF WORKSHEET

Answering the questions on this worksheet will effectively help build the skeleton for the web site's Communication Brief. The information gathered in the Discovery process (Client Survey, research, interviews) will provide you with the answers.

Project Summary:

State general project information, goals, and relevant background information for the site redesign. This paragraph should be a statement overview of the project as a whole.

1. What is the basic overview of the project? Briefly include background information if relevant.

To create a new website to help inform the public of the renovation of this landmark site and to promote Washington Hall as arts performance and community center. This site should also promote and provide information about facility rental as well as current/future events occurring at Washington Hall.

2. What is the single purpose of the new site?

To inform the public about the history/renovation and reintroduction of Washington Hall as a performance/event venue and Community Center.

3. What are the secondary goals of the new site?

To promote/provide information on facility rentals; encourage donations to the renovation project; promoting future events and performances.
An additional goal is to inform the public about Historic Seattle and 4Culture.

4. What are the long-term goals?

To create a website that promotes Washington Hall as a arts and community center that has a rich history and is available for rentals.

Audience Profile:

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some audience demographic information. Use these questions as a guide. Add some of your own.

1. Who is your target audience? Choose a typical visitor and profile in detail. Include occupation, age range, gender, online frequency, online activities, and any other relevant information. Profile more than one if applicable.

This has been covered in the first section under Audience/Desired Action.

2. What is a typical task the visitor might perform on the new site? (For example, register, log on, search for information, buy a specific product, send their email address, call for more information.)

This has been covered in the first section under Audience/Desired Action.

3. What do these people care about? Why are they interested in the product the site will be offering? What trigger would prompt them to visit the site, and why would they be enticed to return?

This has been covered in the first section under Audience/Desired Action.

Perception/Tone/Guidelines:

How should your target audience respond to your new online presence?

1. What does the target audience think and feel about the company and the current website?
NA. This will be a new website used to inform and promote Washington Hall. Currently there has been some coverage of the Washington Hall project via Historic Seattle and 4Culture's websites and some recent press articles but within the general Seattle population, this Washington Hall project is not well known.

2. What do we want them to think and feel?
Interested in the rich history of Washington Hall and the current renovation process. Excited about the future use of this space as an arts performance and community center.

3. How will this new website help achieve this goal?

- Inform the public about Washington Hall's rich history via images and text
- Inform the public about the current renovation process via images and text that will be updated potentially on a weekly basis
- Provide information and promote the rental opportunities at Washington Hall
- Provide information and promote current and future events occurring at Washington Hall

4. What adjectives can be used to describe the way the website and the company should be perceived by the target audience?

"Cool", historic but with a contemporary feel(with lots of images), artsy, creative, community oriented, accessible, not stuffy, forward thinking.

5. What are some specific visual goals the site should convey?

- Washington Hall has a rich, local history as a performance and community center
- Washington Hall continues to provide a space for arts and community events
- Washington Hall while historic, is a contemporary performance center providing space for quality art performances and events.

Communication Strategy:

How will we meet our measurable goals?

1. What is the overall message you are trying to convey to your target audience? (For example, cost-effective, secure, reliable, efficient.)

The century-old Historic Washington Hall continues to play a significant role in the arts and heritage community for a second century.

2. How will you convey the overall message? (For example, effective messaging through copy, directed path towards goal, specific offer on home page.)

A combination of historic images and text along with very contemporary images and content about the current renovation and plans for Washington Hall. The site should be very user friendly, easily navigable and provide the information that visitors want and need.

3. Identify stages of development (if appropriate) used to execute goals.

    A. Discovery Phase — The Vendor will meet with the Client to clarify objectives, identify preferences, uncover potential marketing and business solutions, discuss goals, and analyze the overall needs for said Project.

      - **Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.

    B. Site Structure Phase — development of Information Architecture (site map) and wireframes.

      - **Information Architecture:** The Vendor will create an information architecture based on the analyzing of data collected during the content audit phase of said Project for the Client's review, approval and sign off.

      - **Content Design:** The Vendor will create a wireframe(schematic) design study for all in-scope pages that will satisfy user needs and that will adhere to the information architecture of said Project for the Client's review, approval and sign off.

    C. Visual Design Phase— The Vendor will create a visual design study consisting of at least three initial visual design concepts that incorporate the Client's logo and brand specifications into the content design of said Project for the Client's review, approval and sign off.

    D. Build and Integrate Phase— building of protosite, presentation of protosite, implementation of any changes, testing, launch of soft site and fixing of any technical site problems.

      - **Production:** The Vendor will be responsible for producing said Project with the content and technology requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

      - **Testing**: The Vendor will be responsible for testing all pages, via a third-party vendor, on Carol Tompkins Design server as to ensure functionality across multiple platforms and browsers of said Project for the Client's review, approval and sign off.

E. Launch Phase — the launching of the website on client server.

> • **Website Launch:** The Vendor will be responsible for launching said Project to the Client's server space provided all hosting requirements are met by the launch deadline.

4. **How will you measure the success of the redesigned site?**

Use of GoogleAnalytics and feedback from site visitors.

Competitive Positioning:

How you are different from your competition and the factors that will make you a success.

1. **How is your company or your web presence different from your competition?**

The century-old historic Washington Hall continues to be a vibrant arts performance and community center

2. **What specifically sets your company apart from your competition?**

Washington Hall has been purchased and is currently being renovated by Historic Seattle and 4Culture

3. **What areas of the current site are successful and why?**

NA. This is a new site.

Targeted Message:

State a to-the-point word or concise phrase that will appropriately describe the site once it is launched.