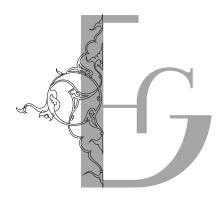
Project Creative Brief

This document is designed for the designer and the costumer to reach an agreement on the initial details of the project. The goal is to make sure that the customer is well heard and understood. Please make sure that you add all the details that you want to get across, at the same time, please keep your answers brief and coherent.

Once the document is filled, we will make sure that all the answers are well understood. Then we can start the creative process. There will be timelines to go over the process and make adjustments if needed. The payments will be done in three steps, a third before the process, another third after the sketches are done, and the last third when the final designs are ready.



Helia Gol Mohammadi Montreal, QC

What is your name? Sara'a Grden Sara's Garden	What are your future goals? To expand our store and attracy customers
Who are you and what are the services you offer? We are a local fleurist shopand we mostly sell appartment plants.	Who is your main audience? Young adults and mothers, women.
What is the one thing you want people to know about you? Our plants are beautiful, alive and fresh.	Who do you think are your competitors? Marche de fleurs Westminister, Fleuressence Monkland,
What is the message you want to get across? Colorfulness, energy, lively What are your color preferences and dislikes? Green and Pink	What describes you best? o Dependable o Hi-Tech Established o Mainstream Enthusiastic Fun Friendly o Progressive o Edgy o Serious Original o Traditional Strong Integrity
Is there any specific style or designs that you like and why? Nothing specific but keep it simple	
What would you like to produce? Logo o Poster o Web UI	Any additional information you would like to add? No thank you.

Signature: Just Date: Oct 13th 2021