

Project Creative Brief

This document is designed for the designer and the customer 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 Grcen~~
Sara's Garden

What are your future goals?

To expand our store and attract customers

Who are you and what are the services you offer?

We are a local florist shop and we mostly sell apartment 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,
Fleurescence Monkland,

What is the message you want to get across?

Colorfulness, energy, lively

What describes you best?

- | | | | |
|-------------------------------------|--------------|-----------------------|------------|
| <input type="radio"/> | Dependable | <input type="radio"/> | Hi-Tech |
| <input checked="" type="checkbox"/> | Established | <input type="radio"/> | Mainstream |
| <input checked="" type="checkbox"/> | Enthusiastic | | |
| <input checked="" type="checkbox"/> | Fun | | |
| <input checked="" type="checkbox"/> | Friendly | | |
| <input type="radio"/> | Progressive | | |
| <input type="radio"/> | Edgy | | |
| <input type="radio"/> | Serious | | |
| <input checked="" type="checkbox"/> | Original | | |
| <input type="radio"/> | Traditional | | |
| <input checked="" type="checkbox"/> | Strong | | |
| <input checked="" type="checkbox"/> | Integrity | | |

What are your color preferences and dislikes?

Green and Pink

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
- Poster
- Web UI

Any additional information you would like to add?

No thank you.

Signature: 

Date: Oct 13th 2021