

CREATIVE BRIEF

PROJECT: Hoffman House Interior Design Website

OVERVIEW: Founded in 1998, the Hoffman House Cabinet Company is an interior design company specializing in kitchen and bath custom designs, as well a variety of other interior design projects such as custom cabinet design, remodeling and new construction, CAD drawings, granite & laminate countertops, home decor, window treatments, etc. The business offers a showroom in Henderson, Kentucky and is the only full service interior design studio in the city. The emphasis of the company is customer service.

TACTIC: The Company does not have a strong web presence. Although they have a website, it is poorly designed and not well maintained. It does not leave a good impression on potential customers that the Hoffman House offers good design or that they are professional in their business. They rely mostly on Facebook to communicate with their customers.

The Company needs a professional looking and well-designed website that will help generate more business by clearly communicating who they are and what they do to potential customers. The site should also be a good resource for existing and future customers. Additional advertising will be used to send potential customers to the website to find more information about their services and experience.

TARGET AUDIENCE: Primarily females 25-60 years old with middle to high income. Secondary are males in the same age and income range. Potential customers would be remodeling or constructing a new house or business.

STRATEGY: Design a homepage that establishes a template for the rest of a new website design. The client would like some choices before they decide on a direction for the site's design concept. Suggested themes would be a sleek, modern and contemporary design with abundant negative space and simple layout; a fanciful design concept that is light and feminine in its feel; a straight-forward professional business look and feel. They would also like to a variety of compositions including different grid configurations, such as a one column, two column or three or more column layout. It is also suggested that different images and graphic style be used on each unique composition. The logo may be used, but it is not required. Other logotype suggestions will be considered. No matter the style of the design of the homepage, it should be welcoming, attractive and easy to use.

WEBSITE: <http://www.activemember.com/lisakeithinteriors/>