

Curtis Warren Penn & Associates, Inc

35 Colby Drive

Dix Hills, NY 11746-8352

About Yourself

Your name and title:

Curtis Penn, Designer

I am the owner, I just like to think of myself as the lead designer.

Business or organization name and location:

Curtis Warren Penn & Associates, Inc.

Tag line/motto: Strategic Design Solutions™

35 Colby Drive

Dix Hills, NY 11746-8352

Your email address:

cpenn@pennpd.com

Business phone including area code or country code:

Phone. (631) 462-7700

Fax. (631) 462-0668

About your company

Briefly describe your organization. Who are you, what do you do, why does it matter?

My company designs primarily products, packaging and displays. Historically I have focused on children's products. Both licensed and non-licensed. Over the years I have worked in numerous product categories including arts and craft sets, games, watches and jewelry, cosmetics, apparel, science kits, plush animals, greeting cards, furniture, bicycles and sporting goods, RC vehicles, and more.

I have also created packaging and displays for adult products including jewelry, home decor, health care products, knives and more.

My organization includes me and a loose association of freelance designers that I hire as needed.

What differentiates me from most designers is my experience. In addition to being a designer, I also hold an MBA in Marketing and have worked for several toy companies, most recently as the Director of New Product Development.

Describe the concept, product, or service this site is intended to provide or promote.

The site needs to showcase my design capabilities. Historically, I have never received any business from a person who happened to see my site by chance. Most people have met me at a trade show or were referred to my site by a colleague. The site is my brochure and salesperson. It has been effective for the past 4-5 years.

My clients who work with kids products have very different needs from my clients who handle adult oriented products. I need a way to redirect customers who enter the site based upon their needs.

The site also needs to be easily updated by me with Dreamweaver. As mentioned, I am contemplating a name change for my business to either Penn & Inc., Penn Product Development, or Strategic Designs Solutions.

What primary business problem are you trying to solve with a site redesign (www.pennpd.com)?

The site should be a gallery of my work. It is my company's portfolio. Most importantly, the site needs my more recent products. It has very little packaging work. It has not been updated in 4-5 years because I am not web-fluent yet. I am teaching myself Dreamweaver slowly.

I have worked with dozens of different licensed properties. I should probably show each logo.

List two or three primary competitive sites and include their web addresses. Please comment on the strengths and weaknesses of your competitors' sites.

See links below. Each of these designs firms is very different in character. I would like to position myself as a small, reliable, more conservative/corporate, design firm.

<http://www.whydesign.com/>

<http://www.catalpha.com/>

<http://www.yoe.com/>

Who on your end will guide this project to completion? Who will be responsible for maintaining the site after launch?

Me

About your audience

To the best of your ability, describe your target audience (the primary) and the secondary users of your site.

Primary Target Market: Manufacturers of licensed children's products

What *primary action* should a primary user take when visiting your site?

Call or email me to discuss design work.

What user needs does your existing site fulfill?

Shows them my work.

What needs aren't being met? What problems have users reported?

Outdated work. It is becoming obvious.

Has your site undergone formal or informal usability testing? If so, please describe the methods and findings (unless doing so would merely duplicate the problems listed in the previous question).

No.

Why else do you seek a redesign?

Enhance overall graphics of the site. Keep it simple--I don't want to make it difficult for any potential customer to view.

About the brand

Describe in as few sentences or words as possible the *feelings* you wish your site to evoke, and the *brand attributes* you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Artistic talent, intelligence, marketing savvy, reliability*

*I make it a point of always meeting my deadlines and going the extra mile for my clients.

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

Fun, somewhat corporate and easy to navigate. When I say fun, I don't want to be crazy like Yoe Studio.

Features and scope

In number of pages, what is the approximate estimated size of your site?

Let's discuss

Have you already created the site's content? If not, how soon do you anticipate having it ready?

I'm gathering the images. It will be hard for me to get photographs of my work. Most of my work will be the actual design work.

Front-end (design) technology

Describe your technological requirements, if any.

I don't believe I have any. Let's discuss.

CREATIVE BRIEF

Curtis Warren Penn & Associates, Inc
Campaign Site

February 17, 2007

Project Summary:

Curtis Warren Penn and Associates, Inc. is a company that designs licensed and non-licensed products, packaging and displays for children and adults. However, historically, the company has focused on children's products. This organization hires a loose association of freelance designers as needed.

The existing website is a company's portfolio site that hasn't been updated in 4-5 years. Therefore, the purpose of this project is to redesign the existing site by enhancing overall graphics, updated content site and client list. The secondary goal is to make the site follow web-standards and easy to update by Curtis, the owner, since he is not web-fluent yet.

The long-term goal of the site will function as an updated brochure and salesperson's company.

Audience Profile:

The primary target audience is licensed children's products manufactures who need to create products, packaging, and displays. The other target audiences are other non-licensed adult and children's manufactures.

A typical task the user might perform on the new site redesign is to be able to find out the company design capabilities that lead the user to call or email the company to discuss design work.

Perception/Tone/Guidelines:

The Curtis Warren Penn and Associates' site is a gallery of company's work and the site needs to be updated to have the most recent company's work. The company never received any business that happened to see the site by chance. Most people have met the owner at a trade show or referred to his site by a colleague.

Therefore, the site should be a tool of this organization that show artist talent, intelligent, marketing savvy, and it is somewhat corporate, and easy to navigate.

Communication Strategy:

As the site needs to showcase company's design capabilities, the website redesign will provide the client with the most updated company's works including licensed and non-licensed product, packaging, and displays. In the first phase, overall graphics will be enhanced by keeping it simple and making it easier for any potential customer to view. In the next phase of development, the gallery will be updated and added for the most current works.

Competitive Positioning:

Each of the design firms is very different in character. Curtis's company is a small, reliable, more conservative/corporate, design firm that always meet deadlines, and going the extra mile for their clients. Moreover, what differentiates the owner from most designers is his experience. In addition to being a designer, he also holds an MBA in Marketing and has worked for several toy companies, most recently as the Director of New Product Development.

Targeted Message:

Simple, corporate and easy to navigate.

Date: February 20, 2007

CALENDAR

Project Title: Redesign Curtis Warren Penn and Associates, Inc.'s Web Site

Client Name. Curtis Warren Penn and Associates, Inc

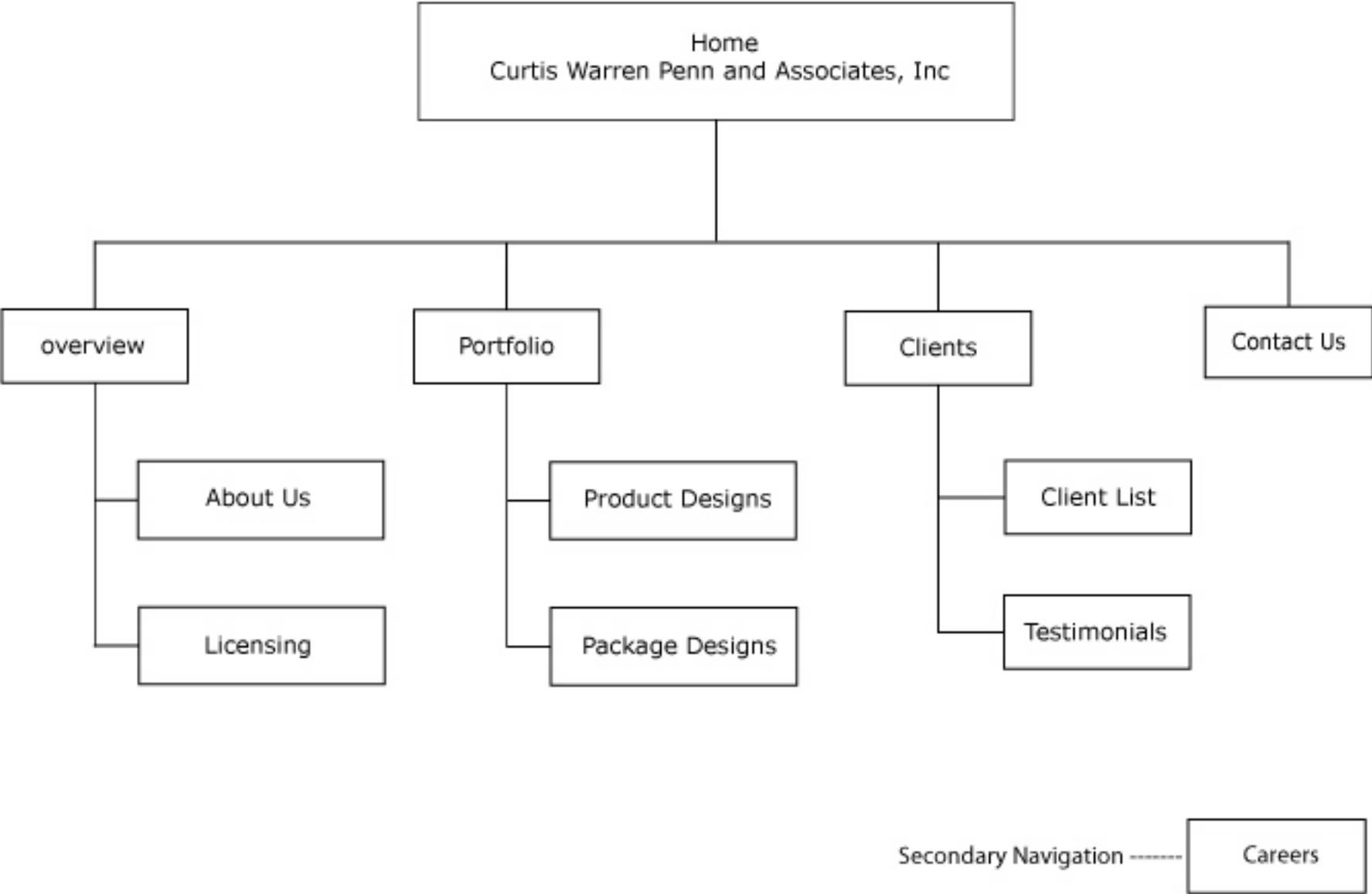
Contact Person. Curtis Penn

Address. 35 Colby Drive
Dix Hills, NY 11746-8352

Client Email. cpenn@pennpd.com

Client Phone No. 1(631) 462-7700

Pre-Project		Client Survey Creative Brief Calendar/Schedule Overall Budget Contract of Service
Week 1	Feb 25 - Mar 3, 07	Discuss and enhance site structure Start Creative Design
Week 2	Mar 4 - Mar 10, 07	Continue designing Show and discuss design comps
Week 3	Mar 11 - Mar 17, 07	Finalize design Start HTML/CSS production
Week 4	Mar 18 - Mar 24, 07	Continue HTML/CSS Production
Week 5	Mar 25 - Mar 31, 07	Continue HTML/CSS Production
Week 6	April 1 - April 7, 07	Continue HTML/CSS Production
Week 7	April 8 - April 14, 07	Continue HTML/CSS Production
Week 8	April 15 - April 21, 07	Continue HTML/CSS Production
Week 9	April 22 - April 28, 07	Testing of Site & QA
Week 10	April 28 - May 05, 07	Finalize and Launch



branding/header 1
tagline/header 2

Main
Navigation 1

indicator
for main
navig 1

HEADER 3

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Main
Navigation 2

indicator
for main
navig 2

Sub Navigation 2.1

Sub Navigation 2.2

Main
Navigation 3

indicator
for main
navig 3

Header 4

- List Item 1
- List Item 2
- List Item 3
- List Item 4

Sub Navigation 3.1

Sub Navigation 3.2

Main
Navigation 4

indicator
for main
navig 4

Sub Navigation 4.1

Sub Navigation 4.2

Main
Navigation 5

indicator
for main
navig 5

Date: February 20, 2007

BUDGET AND CONTRACT OF SERVICE

Project Title: Redesign Curtis Warren Penn and Associates, Inc.'s Web Site
 Client Name: Curtis Warren Penn and Associates, Inc
 Contact Person: Curtis Penn
 Address: 35 Colby Drive
 Dix Hills, NY 11746-8352
 Client Email: cpenn@pennpd.com
 Client Phone No. 1(631) 462-7700

Description of Services	Estimated Hours	Rate	Costs
Information Design	40	\$25	\$1,000
Site Structure	10	\$25	\$250
Design	40	\$25	\$1,000
HTML/CSS Production	120	\$25	\$3,000
Usability and QA Testing	20	\$25	\$500
Publishing/Launch	10	\$25	\$250
Total			\$6,000
Accelerated Production Time (25% of total budget)			\$1,500
Grand Total			\$7,500
Discount			100%
Grand Total			0

1. Includes up to 3 mockups with color scheme, graphic style and layout.
Does not include logo design.
2. Does not include domain name and hosting setup or additional maintenance.
3. Dependent on content delivery from client.
4. Rate is \$25/hour

I am in agreement with the charges, description, timeline and details outlined above and in the attached proposal.

Work outside the scope of the initial proposal will be subject to additional charges.

Please sign the document below and email back to auwllis@yahoo.com

 Client Signature

Date

 Client Name