



Building Your Webfront WORKSHOP SUPPLEMENT

Brand Strategy Questionnaire

PROJECT INFORMATION (6 QUESTIONS | ~10 MINUTES)

Please provide a quick summary of how you got started with this project or business and why (include the story behind your business name if applicable).

What is the primary user action you would like to drive based on this project/business (for example: to sell my product, to get sign-ups for my experience, to sell my service, etc)?

How many users are you hoping to capture in the next year? How about the next 5 years? (If revenue is involved, please quantify in sales dollars.)

How do you see yourself or your team being involved in this project/business over the next year?
How about the next 5 years?

What online and/or physical presence currently exists for this project (for example, social media accounts, email lists, a brick-and-mortar location)?

What online and/or physical presence do you plan to launch in the future for this project (for example: social media accounts, email lists, a brick-and-mortar location)?

TARGET AUDIENCE (3 QUESTIONS | ~5 MINUTES)

What is the primary need your target audience is looking to fill?

Example: They need to buy a house, or they need to find a medical practitioner.

Who do you think your target audience is, and why? Please describe a few members of your target audience including their genders, ages, income levels, consumer habits, and daily struggles.

What are things your target audience values (for example: honesty, minimalism, convenience)?

COMPETITIVE ANALYSIS (3 QUESTIONS | ~5 MINUTES)

What is unique about the way you help your ideal customer?

Do you have any main competitors? Please list them.

What sets your brand apart from your competitors?

DESIGN PREFERENCES (4 QUESTIONS | ~5 MINUTES)

Explain three characteristics that you feel your brand should embody and why (examples: Quirky, Energetic, Bold).

Do you have any specific icons or imagery that you DO NOT want to represent your brand?

Do you want to reference any specific design examples?

What is the primary feeling or value you want your brand to convey to your customers?

Brand Identity

BRAND COLORS

Tools to use: <https://coolors.co/> and <https://color.adobe.com/>. Find the HEX codes and write below.

Light Neutral:

Medium-Light Neutral or Light Accent:

Accent:

Medium-Dark Neutral or Dark Accent:

Dark Neutral:

BRAND FONTS

Tools to use: <https://fonts.google.com/> and <https://creativemarket.com/>.

Heading Font:

Body Font:

Website Strategy

BRAND BIO

Explain what you do, how you do it, and who your audience is, in a concise statement. Think of this as the ultimate elevator pitch for your website.

Example: Showcasing our community through innovative websites & design.

WIREFRAME

List the pages you are going to create for your website, and include a bulleted list of the sections/content on that page in order. Remember to focus on driving traffic to your primary action while building credibility as you move down the page.

Example: (based on navnwcreative.com homepage)

Homepage

- Intro and headline with a call to action (book a free consultation)
- Brief about us, with the benefits of our services
- List of capabilities/services
- Testimonials
- What makes NAV different (link to about page)
- Our process with a call to action (book a consultation)
- Newsletter opt-in (freebie)
- Call to action (book a consultation, if not ready, explore the blog)

BRAND VOICE:

Who are you?

Example: Your buddies who love beer.

What are your pronouns?

Example: Collective:

We, The Bier Stein | Us, The Bier Stein Staff | Ours, The Bier Stein's

What are your tone of voice traits?

Example: Funny

DO: Add "dad-jokes", puns, and humor into the content.

DON'T: Make adult jokes, use swear words, or use too many pop-culture or Gen-Z references.

Trait:

DO:

DON'T:

Trait:

DO:

DON'T:

Trait:

DO:

DON'T:

Additional resources can be found at:

www.navnwcreative.com/sfsu

password: bootcamp