

LA Surf School Website Redesign

Project Brief: March 30, 2012

Version 1

1. Project Name:

LA Surf School Website Redesign

2. Big Picture:

Redesign surfing school website to attract new clients.

3. Project Summary:

Redesign website to include creating separate pages that categorize content, create simple navigation, and design site to establish identity that coincides with service company is providing.

4. Business Objectives/Goals:

Objectives and goals are to create an online presence that represents their brand to increase their sales and clients.

5. Preferred date for launch by client:

April 23, 2012

6. Target Audience:

Target audience is between 10-25 years old and predominantly kids (with their parents). They are mostly in school and looking to learn surfing on their spring break, summer break, or weekends. The parents would be most likely be paying for the service so the site needs to be kid and parent friendly. The target audience has a medium internet skill level and mostly uses a pc computer. They probably use internet explorer or safari operating systems and also may use their cell phone to view the site or their ipad. The audience is looking for a great surf camp they can go to to learn surfing that will be fun and organized. They need simple navigation, friendly looking identity and image, and updated information on dates and prices.

7. Perception Strategy:

Current perception is that the company is small, unorganized, and doesn't look kid-friendly or professional. The desired perception is that the company is professional, safe, fun, and organized. The strategy is to showcase their experience, safety levels, fun lessons, and great customer service. The use of social media can show how the company is current and 'hip' to attract their target audience of teenagers.

8. Message Strategy:

LA Surf School is the best choice for all your surfing needs. You're in great hands with LA Surf School and should feel good about dropping your child off to this camp. The redesigned site with convey this message strategy with the use of friendly, simple,

professional, and attractive design. The site will show how LA Surf School is the best in the business and current with social media that kids are in to and show great customer service and simple navigation.

9. Competitive Advantages:

Key business strengths that give an advantage over the competition are professionalism, experience, branding, and friendly web design that offers easy navigation that showcases this great surfing school.