



IT, Software & Computer Services

CREATIVE
BRIEF

Brief Setter:

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Isle Interactive was founded in 2005 and is a full service digital agency. They design, create, manage and support web, tablet and mobile based systems for business, education and brands across the UK and further afield.

They have experience working for successful small and medium sized businesses, national publishers, world leaders in education and science, famous record labels, global brands and corporates



IT, Software & Computer Services Creative Brief

Brief Title:

Epic Bikes Inc Website Brief

Epic Bikes Inc are about to launch a new freestyle BMX bike in the UK. Epic Bikes Inc is an American brand, based in California, and this is the first time they have launched a bike in the UK. The new bike is mid-priced with a mid-level specification. It is aimed at riders aged between 8 and 14 with two different wheel sizes available. The BMX is priced at £285 (18-inch wheels) and £325 (20-inch wheels). The launch will be ONLINE ONLY. The bike will not be available to purchase through retail stores which means the website needs to give potential purchasers lots of information to help them make a decision.

The following should be produced and delivered as part of this brief.

Competitor analysis

Please review the UK BMX market and provide a summary of the competition. Please make note of those which have good, interactive websites which you believe will help sell more bikes. The presentation of your analysis can be creative with logos, screen grabs, and screen snips of parts of websites you like.

Persona summary

A persona is fictitious customer or website visitor. This will sometimes be called the “target market”. Please produce personas for this project. You should consider both the purchaser – which might be either a parent or a teenager who has saved up – and also the end-user – i.e. the rider – which again may be a younger child or a teenager. We would expect 2-3 different personas.

Helpful links:

<https://uxpressia.com/blog/how-to-create-persona-guide-examples>

<https://99designs.co.uk/blog/business/how-to-create-user-personas/>

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Epic Bikes Inc Website Brief

Website sitemap

The website map should display in a “tree” diagram the pages the new website will include. Start with the home page and expand out to sub-pages. You may have pages such as:

- About us
- Our bikes
- Blog
- How to order

Your competitor research and personal development should help you understand the pages you need and how these might link together. You will need to make sure you have pages to answer all of the questions a potential purchaser may have – this may include – how long will it take to arrive, will it arrive assembled, is payment secure, what if I need to make a return etc.

Helpful links

<https://creately.com/diagram-community/examples/t/site-map>

<https://milanote.com/templates/marketing/site-map>

<https://www.uxpin.com/> (useful tool for sitemaps and designing layouts – a free version is available)

Example homepage layouts – for tablet and mobile

Produce an example homepage layout. This should show:

- The company logo (which you can also design!)
- The website navigation / the shopping basket
- An introduction to the company
- An introduction to the bikes
- Any other features and sections you think would be useful to include

When designing please think about how the content can be resized and reorganised to fit on a mobile screen. For example, on a tablet you might have the navigation links written on the screen but on mobile these might be moved into a “hamburger” menu to save space. If time permits move to further screens such as the **shop** page and an **about the bikes** page which might show key features.

Helpful links

<https://99designs.co.uk/blog/tips/responsive-web-design-key-tips-and-approaches/>



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Suggested project timeline:

Essential Skills Developed



WEEK 1

School

- Webinar film and live Q&A.

Homework

- Planning and begin competitor review.

WEEK 2

School

- Complete competitor review.

Homework

- Document findings.

WEEK 3

School

- Begin personas.

Homework

- Complete and document personas.

WEEK 4

School

- Live check in with brief setter. 2-3 students will be chosen by the teacher to present their ideas and receive feedback from the professional and their peers.

Homework

- Sitemap development.

WEEK 5

School & Homework

- A digital portfolio of creative careers in the industry sub-sector will be provided.
- Students to review the digital portfolio of creative careers in industry sub-sector.

WEEK 6

School

- Students to feedback to teachers the creative careers they have researched.

Homework

- Website design.

WEEK 7

School

- Website design.

Homework

- Prepare final presentation.

WEEK 8

School

- Students will present final response to creative brief to peers and the brief setter.
- A select group of 4-6 students will be chosen by the teacher to present in order to get feedback from the brief setter and their peers.