

# CREATIVE BRIEF

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## CLIENT SUMMARY

### **Who is the client?**

The client is a specific BSA Cub Scout Pack, which is one of many groups chartered by the Boy Scouts of America.

### **What is the product or service?**

Cub Scouting is the foundation of the BSA. And while it is designed for boys in the first through fifth grades, this program really involves the whole family as parents pitch in to plan and deliver activities. Cub Scouting is affirmative and fun focused. There are currently 1.3 million Cub Scouts and 395,000 adult volunteers in the United States.

### **What are their unique strengths and opportunities in the marketplace?**

Recognizable brand, and worthy mission.

## THE ASSIGNMENT

### **A summary of the assignment and business challenge we are looking to solve.**

Enrollment in Scouts is declining. The numbers of Scouts have declined each year for the past 12 years. Leaders on the local level need a website that will help tell the story of their organization, to help attract and retain new families to Scouting.

## TARGET AUDIENCE

### **For who are we creating this experience?**

Prospective parents, looking to learn about scouting in their area.  
Current scouting families, who need resource material.  
The local scout master volunteer, who will program the site with content specific to the pack.

### **What are they looking to accomplish?**

Prospective parents are looking to find out if Scouts is something they are interested in.  
The Scout master is looking to build platform for communicating with the public about the role of Scouting.  
Current parents will use the site for resources, such as calendars, forms, and as a resource for helping to recruit.

## PROJECT DRIVER

### **What is our goal for this project?**

The goal of this project is to create a site that will increase membership in a local cub scout pack. If it is successful, site could be rolled out for use by other local groups where they could keep some core content, but populate with information about their own local programming.

### **What are we trying to achieve?**

Success will be determined by increased number of Scout enrolling in the Cub Scout program,

### **What is the purpose of our work?**

Cub Scouting offers important opportunities for youth, which help them develop traits which will make them good citizens, as well as successful later in life.

**What is the objective?**

The objective will be a site that can be used by parents and scout leaders.

## PERSONALITY & TONE

**How do we want to be perceived?**

Educational, fun, organized, safe, worthy.

## CONSIDERATIONS

**What elements do we need to include?**

- Description of Cub Scouts
- Summary of Tuff's Study
- Calendar
- Links for: (1) Learning More / Contact (2) Application
- Strong visuals of Scouts in action
- Leadership info

**What factors should we be mindful of in terms of final execution?**

## DELIVERABLES

**What do we mutually agree to are the final product(s) to be provided?**

- 3 Personas, Scout Parent, Prospective Parent, Scout Master
- User Flows
- Wire Frames for driving overall design
- Wire Flows for showing content for different personas.
- Completed Site
- User Testing Notes

## SUCCESS

**What does success look like and how will it be measured?**

Site will be measured against a heuristic evaluation.

Long term success will be measured by enrollment numbers and engagement on the site.