



CREATIVE BLUEPRINT

IT'S NOT JUST WHAT YOU LOOK LIKE, IT'S WHO YOU ARE...

CLIENT Rats! Vermin Control	DATE September 1, 2008
JOB DESCRIPTION Website animation, lighten up a dirty decision to protect your house.	
JOB # 1!	DEADLINE FOR COMPLETION September 27, 2008

OBJECTIVE: WHAT IN THE BROADEST SENSE SHOULD WE ACCOMPLISH WITH THE DESIGN?

This site should do three things.

1. This is a creepy subject and though people don't want rats in their house, they also have squeamish concerns about what to do. The subject is hard to address. We want the site to put them at ease a little.
2. Educate the public. Some animals are just a nuisance and some should be kept out of the house for health reasons. What are the differences. What can be done if you have a problem. Help the user to make a tough decision.
3. Most of all, sell the services of Rats!

TARGET; WHO DO WE WISH TO REACH AND INFLUENCE?

This is a problem that anyone can have. If you have a hole in your house, even a pet door, they can get in. Your house is very attractive to them, especially if you leave food laying around, in cold weather climates it is warm, often times clientele will be affluent, (large house or apartment building) and not understand the seriousness of the problem because of never having had to deal with it before. This will focus on rats but we deal with all vermin, squirrels, raccoons, snakes, mice, chipmunks.

DESIRED RESULT: WHAT EFFECT SHOULD THIS DESIGN HAVE ON THE TARGET AUDIENCE?

Some people find it hard to admit they have a problem, and some want to ignore it because of the undesirable decision to exterminate "innocent creatures". We want to make light of it a little and let them know it is OK and normal to be squeamish and indecisive. We are professional and we love animals. We live-catch and relocate the "cute ones" and exterminate the ones who could potentially do you harm.

With animation and an over all feel of the site to be convincing enough that something needs to be done if the little guys decide to reside in the viewer's home.

tone/personality: WHAT KIND OF FEELING SHOULD BE COMMUNICATED TO THE VIEWER?

It is not a fun subject to think of killing or relocating animals. Many people have scruples as how to handle the problem. We want to keep it light but never lose the seriousness of the situation. With cartoons, we can avoid views we don't want to see. Leave the dirty work to the experts.

Tempo: WHAT WILL BE THE DELIVERY CHARACTERISTICS OF THIS DESIGN?

Dark, spooky, and creepy. This is a service that is very old, ugly and necessary because the consequences are unspeakable and very costly. Again, if it is in cartoon form, it is easier to look at and the user can look at it as a problem that he/she can handle by calling Rats!

TECHNICAL REQUIREMENTS: WHAT TECHNOLOGY WILL BE REQUIRED TO CREATE, DELIVER AND VIEW DESIGN?

For development, CS3 Adobe Flash, CS3 Adobe Illustrator, & Acrobat 8. We will be working on Firefox (3.1 or later) browser and double checking on Opera, and IE.

For viewing, most browsers should be able to read this site, will have to download Adobe Flash player.

CONTENT: WHAT SPECIFIC ASSETS WILL BE REQUIRED FOR THIS DESIGN? (IMAGE, TEXT, OTHER)

A background picture of a beautiful house at night perhaps. Rat animation will travel all over the page.

Information of rats will be supplied by client.

COMPETITIVE ANALYSIS: HOW WILL THIS DESIGN DISTINGUISH CLIENT FROM COMPETITION?

There is a plethora of rodent control sites, and many of them are "do it yourself" information sites. This is good, but our customer doesn't want to do it!

Other exterminators have some nice sites. Some use the cartoon approach, <http://www.ratman4ratjob.com/> and one I found is very bold and up front, (careful if you don't want to see dead rats) <http://www.orlandorats.com/> which strengthens my case. We hire Rats! because we can. We don't want to see the end result.

OPPORTUNITIES/CAVEATS: WHAT SHOULD WE BE AWARE OF THAT WOULD AFFECT OUR DESIGN DECISIONS?

Though we are making light of a serious subject. We don't want to offend those who might be by the killing of animals. We need to stress that Rats! offers no-kill alternative to animals such as racoons, squirrels and others that are not so much a health hazzard as much as expensive and inconvient.

We also need to be aware that the user is not going to want to wait for an animation download and we will also want to have an "exit button" for those who just want the information.

BUDGET: LIST POTENTIAL COSTS/EXPENSES AND SUGGESTED BUDGET: CONTENT AND LABOR

Website production includes :

copywriting	\$250
design	\$500
animation	\$500
research & errands	\$50
illustration	\$500
photography	\$300

\$2100

Technical launching	\$50
aprox. total	\$2150

- domain name to be determined, "ratsaway.com" is available
- server expense will be about \$10 per year.

