

Quoting Assignment:

Using the information presented in Weeks 03-05, build a quote using the information provided, along with several independent variables. Use you have completed the process; create a Creative Brief for the project quote. You will need to edit the Creative Brief template. Decide on which sections are relevant to the project.

A local kids hockey league/club wants a new website. Their current site is just an image with a phone number, email and a downloadable PDF of their registration form. They currently have to deal with 1500 forms at the start of each hockey season to track registrations and payments.

The website will be approximately 5-7 pages with an online registration form that takes payments and the league wishes to send out a newsletter one a month during the season highlighting standings, players of the week and hockey clinics.

The intro page will include a video that the client has provided to you, but requires edits. The video editing will be outsourced. Video editor has quoted \$800 for 1.5 days of work.

Possible Recommendation:

- Registration will be handled by a third party – WuFoo or Square
- Email will be handled by MailChimp
- Why this recommendation?

Consider the following use cases:

Parents at the hockey rink:

Parent 01 “Man, your kid’s skating has really improved!”

Parent 02 “I signed him up for the skating clinics with the league. Skating coach is great. Check the website for the next session dates.”

Parent 01 Surfs to website on their phone.

Parent at home:

Parent wants to register their kid for the house league and pay using a credit card.

Grade will be assessed on the spelling and grammar (2pts) of the creative brief and the rational of the pricing (8pts) and the overall creative brief (7 points). The quote should cover the necessary break down of tasks and project elements on a granular level (you will need to modify the supplied creative brief template as necessary.) Remember to include a cancellation clause (3pt).