

CREATIVE BRIEF

PROJECT NAME: Writer's Club Web Site
PROJECT STAKEHOLDER: Annie LePlume, V.P. Marketing, Book Publishing Company Inc.
DESIRED LAUNCH DATE: April 2003
DEVELOPMENT BUDGET: \$500,000, plus \$3,000 / month hosting

BUSINESS OBJECTIVES:

This new Web site will provide visitors with the opportunity to achieve a very special goal: getting published in paperback. We expect this promotional site to:

- Attract new visitors to our site through promotions with writers' clubs. For example, the XYZ Writers Club of America has 8,000 members who are specifically committed to getting their novels published.
- Increase traffic and retention on our corporate Web site through direct participation (visitors submit entries, read, rate, and review other members' stories) and due to the nature of the contest (new stories/winners posted monthly).
- Increase minutes per pages.
- Promote our brand as a leading publisher of fiction.
- Attract high-level stakeholders and generate revenue in the \$1-million plus range.
- Increase online book sales by driving traffic to our online bookstore.
- Obtain newsletter sign-ups and add these users to our marketing database.

PROJECT DESCRIPTION:

- The Writer's Club Web site will allow visitors to submit works of short fiction, rate and review each other's submissions, sign up for an e-mail newsletter and share content with friends.
- Visitors will be encouraged to submit short stories (length 5,000 to 7,500 words), of which two per month will be chosen as winners by a celebrity author judge or panel of judges provided by Book Publishing Company.
- At the end of 6 months, winning stories will be published in paperback as a collection of short fiction by Book Publishing Company Inc.
- Each monthly winner will have the option to submit a completed novel manuscript for review; one of twelve complete novel submissions will also be published in paperback form.

MODEL WEBSITES:

Some examples of similar features as well as desirable look-and-feel include:

<http://www.ivillage.com/books/>

<http://www.amazon.com>

<http://www.writersdigest.com/>

USER PROFILE:

The typical user will be a college-educated female, age 25 to 50, who is a frequent buyer of popular fiction. She will probably access the site from home. Her motivations for visiting the site include the desire to connect with women of similar interests, the possibility of being published, and curiosity about fiction created by women like herself. Detailed demographic data to follow.

FEATURE SUMMARY:

The Writer's Club site will consist of the following major features:

- Home page
- Registration

- E-mail newsletter
- Submit a Story
- Journaling tool
- Editors' publishing tool
- Story archive
- Rate and review
- Send to a Friend

Home Page

- When users arrive at this page, they will find a welcome message and a description of the contest with an introduction to the celebrity judge(s). The bottom of this page will also house a brief profile and photo of the last month's winner. We may also want to include a small photo of the judge(s), as well as audio-recorded messages.
- The rest of the page will be dedicated to related links.
- At the bottom of the page users will be invited to sign in if they'd like to submit an entry or read other stories.
- Clicking "sign-in" will bring the user to a registration page.

Registration Page

Before they can either submit or read a story, visitors will have to signup and submit their e-mail, which provides them with a membership in the contest.

Monthly E-mail Newsletter

Visitors Receive a monthly newsletter that does the following:

- Announces the monthly winner
- Introduces new books
- Presents book discounts and promotions
- Links to the writing center on our Web site
- Highlights the monthly deadline

Submit a Story

When members select "submit," they arrive at a Submit home page. This page will feature: How to Submit; Official Rules; FAQs (with links to separate article pages where relevant) and a "Submit Your Story Now" button.

- Clicking the "Submit Your Story Now" button will allow the user to submit a story of 5,000 to 7,500 words via a Journaling Tool.
- After entering the story in the tool, they will arrive at a Thank You page. This page will offer links to read and review other stories, or to go back to the Writer's Club. Also, auto-reply emails will be sent to submitters.
- Each submission will need to be monitored before being published on the site to confirm that there is no inappropriate content. Each submission should enter a queue, which can then be reviewed and either "accepted" (published) or "denied" (perhaps a form email should be sent informing the party that their story could not be posted on the site). Submissions will all be read a second time by judges to determine the monthly winner.
- When the submitter is notified that the story has been posted, there will be the option to send a friends-and-family e-mail inviting them to come and read the submission.
- Winners will be notified via of e-mail of their success.

Read and Review

- When members click "Rate and Review," they arrive at a "Rate and Review" home page.
- This page provides links to directories of this month's stories organized either by title or author.
- Visitors will be invited to be a "Peer Judge" and rate and review the stories
- There will also be a self-updating list of the Top 10 peer-rated stories here. Each story title will be a direct link to the story. These stories could be identified with a "Top 10" icon at the top; this icon would serve as a link back to the Top 10 list page so that members could opt to read all ten of the Top 10 stories easily.
- Each story will have a Rate and Review option.
- Each story will have a "Send to a Friend" feature