



# Creative Usability Initiative Brief

<b>Owner:</b> Who is requesting this?	<b>Department:</b> Dept name
<b>Date Submitted:</b> 3/1/2013	<b>Requested Completion Date:</b> 3/31/2013
<b>Priority (1-5)</b>	3 [1- Urgent 2- High Priority 3- Important 4- Needed 5- Nice to have]
<b>Stakeholders</b>	Team members
<b>Project Name</b>	<b>Project Name</b>
<b>Objective/Strategy</b>	Overview of initiative. What do we hope to accomplish?
<b>Current Situation</b>	Why is this request necessary? Are there existing tools that would accomplish this?
<b>Analytics/Metrics</b>	Submit any hard metrics supporting this initiative. Reports from Google Analytics, Omniture, etc. Attach wireframe or work flow diagram if applicable.  <b>Success Metrics (post launch):</b>

<b>Call to Action</b>	What is it and where are we linking to? Link, button, banner, etc.
<b>Featured product or stores</b>	PC61 red – Iowa St
<b>Database</b>	Are there changes required and why? Explain...

## **CU Notes, Instructions & Tech Specs**

Instructions...

**QA/testing instructions and known issues:**