

**Scenario Assumptions:**

- *Client is on the Plus Plan*
- *Client does not want any additional creative testing*
- *That it is possible to create an AI experience or navigate to their AI experience from their website.*
- *Client has a talented team of internal developers who will take our creative direction and implement on their site. Website development is not included in this scenario but I can lead the creative/project management for those projects.*

## **Avver.ai Creative Brief and Project Management**

**Project: Brand identity and website homepage mockup focusing on interactive AI experience for visitors.**

**Creative Director: Mary Jane Connor**

### **Company Overview**

Avver.ai is a hiring tool that uses artificial intelligence to interview candidates without the applicant knowing they are talking to a computer. This company is VERY advanced. As of March 2022, no company had passed the [Turing Test](#), and it seems they are on the brink, if they are not already there.

### **Target Audience**

HR Professionals and Hiring Managers of rapidly growing startups and businesses with some tech know-how and experience.

### **Company Mission**

Avver.ai is on a mission to provide a seamless and effortless experience for hiring companies, and a fair, unbiased interview experience for candidates.

### **Competitors**

- [Recruiter](#)
- [MyInterview](#)
- [Xor.ai](#)
- [Harver](#)

### **Differentiator from Competitors**

Unlike any of the competitors, Avver.ai actually uses AI to conduct interviews. The other companies use AI to scan video interviews, provide app-based assessments, video interview platforms. None of the other companies actually are using AI to conduct interviews. The tech far surpasses any of their competitors.

## Companies that align with Avver.ai's brand & identity:

- **Otta:** approachable, friendly, fun
- **Headspace:** people-oriented, emotional, expressive
- **Designity:** organic, creative, boundless

## Traits that best describe Avver's.ai's voice:

- **Feminine:** Compassionate, sensitive, tolerant, intuitive, amorphous
- **Trendy:** Popular, fashionable, latest, contemporary, swankiest
- **Casual:** Informal, cool, homey, laid-back, easygoing
- **Precise:** Explicit, clear, straightforward, strict, well-defined
- **Mature:** Sophisticated, grown, prime, cultured, wise

## What We Are Doing

We are developing the **visual identity, refining the brand voice, revamping the website \*home page with the goal of getting website visitors to interact with the ai.**

\*Note: Their team will use our direction and apply the updated creative direction to the rest of the site

On the home page we are creating the opportunity for an AI *experience*. Unlike all their competitors who require potential clients to set up a free trial, Avver.ai will give visitors the *experience of talking to their AI immediately* by actually having visitors to their website have a conversation with the AI interviewer. The AI itself will clearly articulate the magic and power of Avver.ai.

Work with AI writers on brand voice/conversation the AI has with website visitors.

## Timeline

We'll try to incorporate as much of the design work and copywriting into meetings so that the creative team can get real-time feedback and have a better understanding of the client's vision.

The more we can get approved in meetings, the better. If we can't, the timeline is dependent on the communication flow within the client organization.

Ideally we would also have working meetings with the creative team to ensure our concepts are cohesive.

### **Best Case Scenario:**

Start Date: Nov. 1

End Date: Nov. 22

### **Deliverables Deadlines:**

#### **November 8**

Website Wireframe

#### **November 14**

Final Logo

Creative Guidelines

#### **November 17**

2 Homepage Mockup Drafts

#### **November 22**

Final Homepage Mockup

## **Phases**

Phase 1: Branding

Color palette, logo design, graphics, brand voice, brand guidelines

Phase 2: Website Design for Homepage (This does not include development. See assumptions)

Wireframe, Mock up, Copywriting

## **Tools**

Adobe Illustrator, Indesign, Photoshop

[Coolors.co](http://Coolors.co)

The Hero and the Outlaw (Brand archetype reference material)

## Resources

Meeting platform

Adobe Suite

Designer

Copywriter

Good, fun and collaborative people

Fast designers and writers who are not afraid to speak up and share ideas and have fun spitballing.

Designers who are not afraid to design live while clients watch

## Meeting Agendas

(Pre Meeting - Ask if it's possible for creative team to be interviewed by AI with link)

### **Meeting 1: Avver.ai Project Kickoff Meeting Agenda and Branding**

#### **Discussion**

**Attendees: Creative Director, Avver.ai staff**

**Date: Nov. 1**

**Discuss decision making process** (who has to sign off on creative decisions and how much time is needed to get appropriate sign-off.)

**Discuss overall project and determine seatholders at bi-weekly (2x/week) meetings based on project phase**

Phase 1: Branding

Phase 2: Website Creative and AI Experience

**Review/share any user data that can inform creative decisions...i.e.**

- Any customer feedback on the experience of working with the AI or company
- Any feedback on UX/UI design including color, font, brand voice etc.

#### **Logo Design Concepts**

Review competitors creative identity to determine more specific direction

- [Recruiter](#)
- [MyInterview](#)
- [Xor.ai](#)
- [Harver](#)

Sketch logo concepts in real-time to send designer

## **Brand Color Palettes**

Presentation of 2-3 brand color palettes based on competitor research and color psychology

### **Action Items:** (1 Week Turnaround)

- Creative director reviews and synthesizes data, conducts additional online research if necessary and expands on sketches.
- Creative Director schedules working meeting with designer and writer to review and explain direction and create logo options, graphics, and brand voice characteristics and examples. (along with already defined brand characteristics as outlined by client).
  - Graphic designer provides 3-5 logo options and supporting graphic icons styles.
  - Writer provides 3-5 Brand Voice options with examples for:
    - LinkedIn Social Media Post
    - Who We Are Statement for Brand Guidelines
    - How We Sound Statement

## **Meeting 2: Brand Identity Options Review**

Attendees: Creative Director, Avver.ai appointed staff

Date: Nov. 8

### **Review brand identity options and make any modifications in real time if needed**

- Give PowerPoint Presentation with identity options and explanations

### **Set deadline for decision on creative direction from Avver.ai staff**

### **Website Home Page Wire Frame**

- Real-time wireframe design for home page

### **Action Items:** (1 Week Turnaround)

- CD follow up with Branding Point Person for decision if don't hear by deadline ( Next phase cannot start until branding decision is made)
- Design creative guidelines based on decision
- Meeting with designer and
- Set meeting with Avver.ai internal developer

## **Meeting 3: AI Experience**

Attendees: Creative Director, Designity Copywriter, Avver.ai Website Developer + additional staff member

Date: Nov. 15

### **Discuss avatar options for website (AI interviewers) and their unique voice to inform design and copy.**

- Avatar 1
- Avatar 2
- Avatar 3

**Action Items:** (1 Week Turnaround)

- CD, Writer and Designer working meeting to create 2 homepage mockups

## **Meeting 4: Website Design**

Attendees: Creative Director, Designity Designer, Avver.ai Website Developer + additional staff member

Date: Nov. 22

**Present 2 homepage mockups based on new creative guidelines and AI inspiration**

- Make real time adjustments with feedback
- Finalize home page mock up design if possible (placeholder copy will be used in design)

**Action Items:** (3 Day Turnaround)

- Designer - Make any final design and copy tweaks based on feedback to mock up
- CD sends final mock up to Avver.ai development team