Client company/project: Lisa Peacock
                             Owner, A Peacock's Life
                             Promotional Brochure

Project Manager: Amy Toole

Project Start Date: September 1, 2020

Please sign to indicate your approval of the Proposal:

_____   September 23, 2020
Lisa Peacock, Client   Date
Owner, A Peacock's Life

_____   September 23, 2020
Amy Toole, Project Manager   Date

Purpose of the Project

A Peacock's Life is a lifestyle photography business for personal and professional clients. After its launch in 2021, A Peacock's Life (APL) will provide photography services for every stage of development at weddings, for families, and in businesses. APL's business owner, Lisa Peacock, is preparing informational and promotional materials in advance of the business launch.

Purpose of the Documentation

Currently, much of the APL business exists only in the business owner's mind. Creating a document that demonstrates the vision of the owner will be one of the first tangible steps in transforming the business from idea to reality. On a basic level, the brochure will be an informational sales tool outlining APL's services and contact details. The true value of the document, however, lies in its potential to serve as the building block for a suite of print and digital materials. By creating this brochure, the client and project manager will determine foundational elements of the brand that will be transferrable to a number of other platforms.

Usability Goals for the Documentation

The usability goals for the brochure will evolve with the business. Prior to the business launch, usability will be assessed by surveying potential customers in the client's existing network. Gathering responses regarding reader understanding, emotional response, and overall interest will allow the project manager to evaluate whether the document matches the goals of the client.

After the launch of APL in 2021, it is recommended that the client continue conducting usability studies to measure the effectiveness of the brochure in contributing to sales. Surveys and interviews are two tried and true methods of testing. When used iteratively, they have the potential to reveal solutions to issues that the client might be experiencing (Melancon & St.Amant, 2019). As the business expands its presence online and in the community, regular usability checks will be important to identify the strengths and weaknesses of current strategies.

Audience Analysis

APL offers services for three categories: weddings, families, and businesses. Each category has two groups: a principal decision-maker and a secondary subgroup. The brochure will give a high-level overview of what the customer can expect—a summary of services, photography samples, and contact information—so that they can quickly determine whether APL is the right fit for them.

Weddings

Securing a wedding photographer is an essential part of the wedding planning process, and APL is able to capture every key moment from the engagement to the reception. As the principal decision-makers, the bride and groom will likely vet several vendors as they search for one who can match their style, budget, and timeline. The secondary subgroup of friends and family will mostly be interested in viewing photos after the event. APL brochures will be available at wedding expos and other wedding-affiliated events. The brochure will direct readers to the APL website, where they will find additional information for services and contracting, along with a gallery of photos.

Families

As a lifestyle photography company, APL's mission is to meet the needs of a family as it evolves over time. APL is well-suited to memorialize milestones such as anniversaries, graduations, and reunions. The principal decision-maker, usually the event planner, will find general information on the brochure that will then direct them to the website. The secondary subgroup for family photography is similar to weddings: friends and family who are interested in viewing photos. The APL brochure will be distributed to kid-focused businesses, such as youth sports facilities, daycares, and museums. The brochure will provide instructions on how to access images after an event.

Businesses

In addition to capturing the lives of families, APL will work closely with local businesses. Whether a business is looking to create promotional images, capture major events, or develop professional headshots, APL has something to offer. The principal decision-maker will most likely be the marketing department and the business owner is the second subgroup. It is important that the brochure clearly delineate service offerings and contact information so that the company can quickly identify whether APL will suit their needs.

Task Description

The primary function of the document is to provide information to the user. This brochure will serve as an initial point of contact with a potential APL customer and will direct the customer to other platforms, such as the APL social media account and website. Ideally, reading the brochure will lead to a signed contract between the customer and APL.

Potential customers will read the brochure to gather information. Their focus will be on evaluating services offered, assessing the photography style, looking for contract information, and looking for portfolio information. The user might vet multiple photography businesses simultaneously, so it is crucial that the style and tone of APL are clearly communicated. The user should be able to quickly and easily find the information they are looking for so that they can move forward with a decision.

User/Task Matrix

APL offers services for three categories—weddings, families, and businesses—with two groups per category—the principal decision-maker and a secondary subgroup. The matrix below charts the likelihood that each group utilizes the four tasks of evaluating services, assessing style, and looking for information (contract and portfolio).

User	Weddings		Families		Businesses	
Tasks	**Bride + Groom**	Friends + Family	**Event Planner**	Other Participants	**Marketing**	Business Owner
Evaluate Services Offered	10	4	10	4	10	4
Assess Style of Photography	10	6	10	4	10	8
Look for Contract Information	10	2	10	2	10	8
Look for Portfolio Information	10	8	10	8	10	6

Design Implications

This is the first document created for the lifestyle photography company, A Peacock's Life. Establishing a set of branding and ethos parameters will enable the business owner to efficiently develop future tools. Because the brochure will be the framework for subsequent publications, it is of the utmost importance to make sound design decisions throughout the development process.

Understanding the basic tenets of design, color, and typography will enable the project manager to unite intuitive decisions with intentional strategy (Williams, 2015). Readers of the brochure will be inundated with information from many different vendors, so maintaining readability and making an emotional connection are the priorities to differentiate APL from other companies.

Eventually, much of the APL business will reside on a custom website that will be structured similarly to the brochure. APL will also have a suite of print and digital materials, such as welcome packets, albums, lookbooks, email newsletters, and social media accounts. The branding and ethos established for the brochure will be used consistently across all platforms.

Documentation Strategies

The ultimate purpose of the document is to increase business for APL, but this brochure will be produced before the business launch, so the initial usability test will be a survey of friends and family. These individuals will evaluate the brochure as if they are potential customers. The survey will check for understanding by asking questions such as: What is the business name? What services are offered?, then gauge the individual's interest in using APL though questions like: How does the brochure make you feel? How likely are you to use the services? Finally, the survey will provide an opportunity to gather any additional data by asking what the user would like to know more about.

The brochure will be printed using a local print shop. The initial print job will be small—just enough to distribute for the usability test—and decisions regarding a larger job will be made closer to the business launch. At this time, there are no plans to translate the brochure.

The client and project manager share a Google Drive folder where digital files for the brochure are stored. Should changes need to be made to the brochure after publication, the client will be able to access the files and make updates. Branding decisions made during the contract period will live in the shared folder, which will ensure that subsequent publications (business cards, albums, email templates) follow similar formatting styles.

APL is a customer-centered business, so it is important to integrate regular usability tests into the business plan. The project manager recommends having a set of standard questions that the client asks customers throughout the contract period. The client should set aside time periodically to review customer responses and adjust the business as necessary. Structuring the business to regularly collect information about users, and then adapting to customer needs is a planning strategy that Ceraso (2013) says will "build in long-term opportunities for user involvement and organizational response" (p. 237). Understanding the user experience will help APL provide exceptional service.

Media Selection

The brochure will be created using Canva and then sent to a local printer. A limited number of brochures will be printed for distribution to potential clients within the business owner's network. In the early stages of the business, marketing will be largely dependent on word-of-mouth referrals, and the brochure will be a useful tool to increase visibility in the community. Future publications will be delivered both in print and online using a similar format as the brochure.

Client Project and Review Team

Lisa Peacock, Owner

Writing Project Team

Amy Toole, Project Manager

Roles and Responsibilities

The project manager will conduct the three work patterns described by Hart-Davidson (2013): "information design, user advocacy, and content… management" (p.51). Initially, the project manager will work with the business owner to understand basic facts about the business, gain feedback regarding branding preferences, and gather samples of photography work. The project manager will then develop a tri-fold brochure using Canva. In order to ensure user advocacy, the project manager and business owner will develop and distribute a survey to the client's network of friends and family. Finally, the project manager will leave the client with resources to create future tools in a way that is consistent with the newly established APL brand.

Schedule

See attachment for *A Peacock's Life Project Timeline Gantt Chart.*

References

Ceraso, A. (2013). How can technical communicators plan for users? In J. Johnson-Eilola & S. A. Selber (eds.), *Solving problems in technical communication* (pp. 237-261). University of Chicago Press.

Hart-Davidson, W. (2013). What are the work patterns of technical communication? In J. Johnson-Eilola & S. A. Selber (eds.), *Solving problems in technical communication* (pp. 50-74). University of Chicago Press.

Meloncon, L., & St.Amant, K. (2019). Empirical research in technical and professional communication: A 5-year examination of research methods and a call for research sustainability. *Journal of Technical Writing and Communication*, 49(2), 128-155. DOI: 10.1177/0047281618764611.

Williams, R. (2015). *The non-designer's design book* (4th ed.). Peachpit Press.

BROCHURE DESIGN
A Peacock's Life
Client: Lisa Peacock   Project Start: Monday, August 24, 20/20
Project Manager: Amy Toole   Display Week: 1

TASK	PROGRESS	START	END
Phase I - Planning			
Initial conversation	0%	Aug 24	Aug 24
Follow-up conversation	0%	Sep 16	Sep 16
Proposal Outline - A send to L	0%	Sep 16	Sep 20
Proposal Outline - L add comments	0%	Sep 20	Sep 22
Finalize proposal	0%	Sep 16	Sep 23
L upload photo of signature	0%	Sep 20	Sep 23
Proposal Due	0%	Sep 23	Sep 23
Phase II - Document Development			
Brochure Layout			
Develop brochure layout	0%	Sep 23	Sep 30
Write copy	0%	Sep 23	Oct 7
Finalize copy	0%	Oct 7	Oct 14
Branding Details			
Logo			
Sketch ideas	0%	Sep 1	Sep 30
Finalize logo	0%	Sep 30	Oct 7
Colors			
Narrow down color options	0%	Sep 23	Sep 30
Confirm color palette	0%	Sep 30	Oct 7
Type			
Narrow down type options	0%	Sep 23	Sep 30
Confirm type palette	0%	Sep 30	Oct 7
Check-in with Lisa	0%	Oct 16	Oct 16
Draft of Brochure			
A send to L for review	0%	Oct 7	Oct 14
L send A comments	0%	Oct 14	Oct 21
Progress Report	0%	Oct 21	Oct 28
Phase III - Prepare for Review			
Check-in with Lisa	0%	Oct 30	Oct 30
Final revisions	0%	Oct 28	Nov 1
Submit brochure for Peer Review	0%	Nov 2	Nov 2
Review Peer Publication	0%	Nov 2	Nov 4
Phase IV - Final Revisions			
Make revisions	0%	Nov 4	Nov 11
Check-in with Lisa	0%	Nov 13	Nov 13
Final revisions	0%	Nov 11	Nov 18
Publication Due	0%	Nov 18	Nov 18
Phase V - Wrap Up			
Write wrap-up memo	0%	Nov 18	Nov 21
Finalize project log	0%	Nov 22	Nov 25
Wrap Up Memo	0%	Nov 25	Nov 25
Project Log	0%	Nov 25	Nov 25