

ATG Demo Studio

A small creative studio that helps local businesses turn a clear idea into a useful digital introduction.

THE PLANNING BRIEF

Sample status

Fictional business and project. Created to demonstrate ATG's \$150 planning package. No client engagement, finished 3D experience, customer results or paid order is represented.

Project objective

Plan an approachable interactive introduction for a local creative studio. Help visitors understand three services, review example work and request a scoped conversation.

Planning output

A six-page PDF brief and six-panel storyboard. One concept and one consolidated revision round are represented. The brief can inform a later build; it is not executable software.

Scope boundary

No production website, interactive prototype, game, 3D assets, hosting, domain, maintenance or guaranteed business outcome is included in this planning sample.

One clear next step

A visitor should know what the studio offers and how to start a conversation.

AUDIENCE AND OUTCOMES

Primary visitor

An owner of a small local service business who needs a clearer online introduction and has limited time to compare providers.

Visitor questions

What do you make? Is this suitable for my business? What will I need to supply? How do I request a written quote?

Primary action

Request a scoped consultation. Secondary action: read the service outline. Do not imply that a form submission confirms an appointment or purchases a service.

Acceptance criteria

A reviewer can follow all six storyboard panels; identify the primary action; understand planning versus production; and find the proposed asset/access requirements.

Measurement plan

After a separately approved build, measure visits to the service outline and consultation requests. Set a baseline before promising a target. No tracking is installed by this document.

Simple, calm, useful

The proposed direction uses a focused story rather than a game-like interface.

EXPERIENCE OUTLINE

Visual direction

Dark blue, warm off-white, restrained teal and a small gold accent. Large readable headings, generous spacing and visible keyboard focus. Avoid animation that blocks reading.

Information structure

1. Welcome and purpose. 2. Choose a service. 3. Read the service boundary. 4. Review a clearly labeled sample. 5. Understand the process. 6. Request a consultation.

Interaction guidance

Use ordinary links and buttons with descriptive names. Offer a static alternative to any future immersive experience. Respect reduced-motion preferences.

Content plan

Use short, specific copy. Identify sample work as sample work. Avoid invented testimonials, customer logos, revenue figures and unverified performance claims.

Build decisions for a later quote

Confirm whether the final experience is a conventional page or a richer interactive build; supported devices; accessibility goals; hosting; and ongoing maintenance.

Six steps to clarity

Each panel describes a proposed screen or section, not a finished production interface.

STORYBOARD

01 / WELCOME

Understand the studio

A concise purpose statement and one primary consultation link.

02 / SERVICES

Choose a useful starting point

Three service summaries with plain-language boundaries.

03 / SCOPE

Know what is included

Explain planning versus production; link the full package.

04 / SAMPLE

Review an honest example

Label this fictional work; describe the deliverable rather than claims.

05 / PROCESS

Prepare the right materials

Intake, written scope, full payment, review and delivery.

06 / CONTACT

Request a conversation

Use a clear contact link; no automatic booking or purchase.

A practical production handoff

The customer and builder agree the production scope separately.

INPUTS AND REVIEW

Customer inputs

Business name and approved description; service list; logo and brand guidance; licensed images; contact details; preferred call to action; and examples of styles to consider.

Access readiness

Identify the hosting and domain providers and who can send invitations. Never place passwords, API keys, recovery codes or card details in the project intake or PDF.

Review round

Provide one consolidated list of changes to the brief or storyboard. New business concepts, additional services or a production build require a separate written quote.

Planning timeline

The published package targets the first draft within five business days after full payment, complete materials and written scope approval; allow three business days for the included revision. Dates must be agreed for the actual project.

Payment boundary

The fixed planning package is \$150. An approved plan may use seven \$20 payments and a final \$10 every two weeks. Work and delivery start after full payment. This sample does not create a payment plan.

Ready for a real brief

This example demonstrates the format a customer can review and retain.

DELIVERY AND NEXT STEPS

Files delivered

ATG-Showcase-Sample.pdf: the final planning brief. showcase-storyboard.svg: six-panel visual outline. showcase-brief.html: printable, readable source. README-Showcase.txt: opening, scope and handoff instructions.

How to use

Read the PDF from start to finish, then review the six storyboard panels as a sequence. Use the source HTML or SVG when discussing a separately scoped production build.

Customer review checklist

Verify the business objective, audience, service boundaries, sequence, primary action and input requirements. Send consolidated feedback through the project workspace.

Final acceptance

On an actual paid project, the customer reviews the final files and handoff instructions in their account and records acceptance for that delivered version. This public sample is not an acceptance record.

Rights and support

Original sample text, CSS and diagrams may be reused under the accompanying MIT license. No third-party stock assets are bundled. For an actual project, contact ATG through atgenterpriseinc.com/help.