



SINGLE FOCUSED GOAL

Focus, focus focus! This is one of (4) parts of your team's Brand Audit. It is due before class on **Tuesday, April 24**. Please submit a single PDF of your team's Brand Audit to the blog and title the post "Brand Audit - Section##: TeamName" (e.g. Brand Audit - Section01: Berkeley Bionics)

WHAT

In order to create a compelling experience for your brand, you'll need to harness your creative energies around a single focused goal. You've spent the past few days immersing yourself in your brand and its customers – what are some pain points you might address? inconsistencies you might resolve?

HOW

The Single Focused Goal will be both the impetus behind the social experience you build as well as the lens through which your impact will be measured. Use all the insights you've developed over the past few days and think about how you might create impact for your brand.

Some helpful questions to ask yourself while coming up with your goal:

HOW WILL YOU MEASURE IT? A well-designed goal is both measurable, testable and clear. Your team (and the teaching team) should know exactly what your goal means, and what metrics you'll be using to determine how effective your social experience is at achieving your goal.

WHAT ACTIONS DOES IT INSPIRE? A good goal lends itself to specific, concrete actions. Your team should know exactly what it needs to do to achieve your goal and not have to spend time parsing through fluff.

HOW DOES IT AFFECT REAL PEOPLE? The best goals takes human interactions into account. At the end of the day, your goal is more than just numbers and spreadsheets – your team should spend some time considering the qualitative impact of your goal and how this might be measured or recorded.

DOES IT MAKE YOU HAPPY? You'll know your goal is awesome if the thought of achieving it makes your team happy and excited to be working towards it. It's tough to fake passion and the intense drive and motivation that comes from it, so choose a goal that your team will be proud to be working towards over the course of the quarter.

Note on grading : Each team will need to submit (1) copy of their Brand Audit including their Single Focused Goal, Experience Map, Image-Identity Gap, and Brand Voice Guideline. Teams may assign responsibility for each of these documents as they choose, but should work together to ensure consistency in layout, tone, and content. If your team has more than 4 members, an additional assignment will be given to you. You will be evaluated on (1) Creativity, (2) Persistence, (3) Thoughtfulness, (4) Thoroughness.