

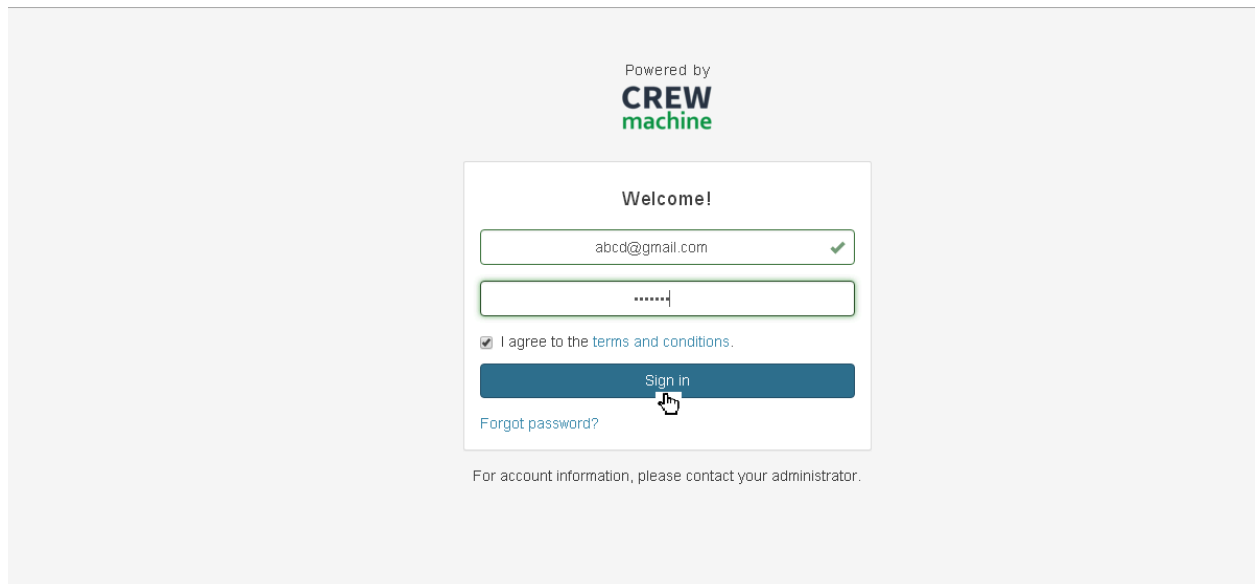
How to Access the Creative Brief Module for Projects on CrewMachine

The CrewMachine Creative Brief module contains the guidelines and details of the project and is always kept up-to-date with respect to new guidelines and other new project requirements. Before accessing the Creative Brief module for projects on CrewMachine, ensure that -

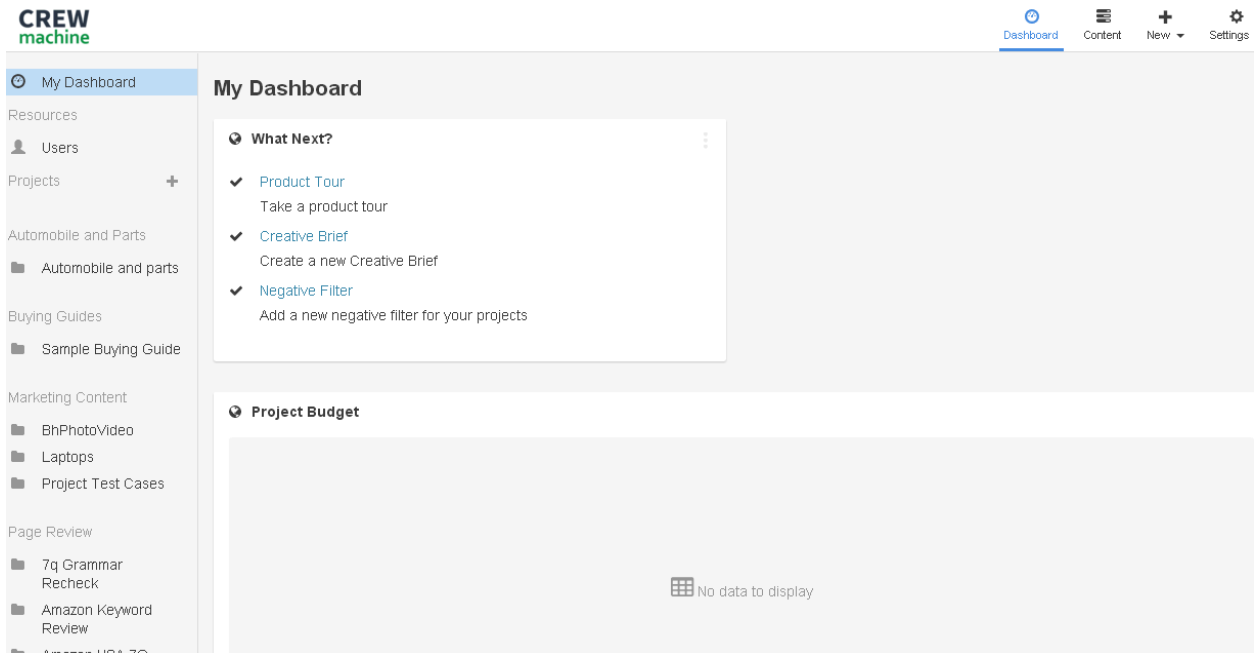
- You have an account on CrewMachine.

Then, follow these simple steps to access the Creative Brief module for projects on CrewMachine.

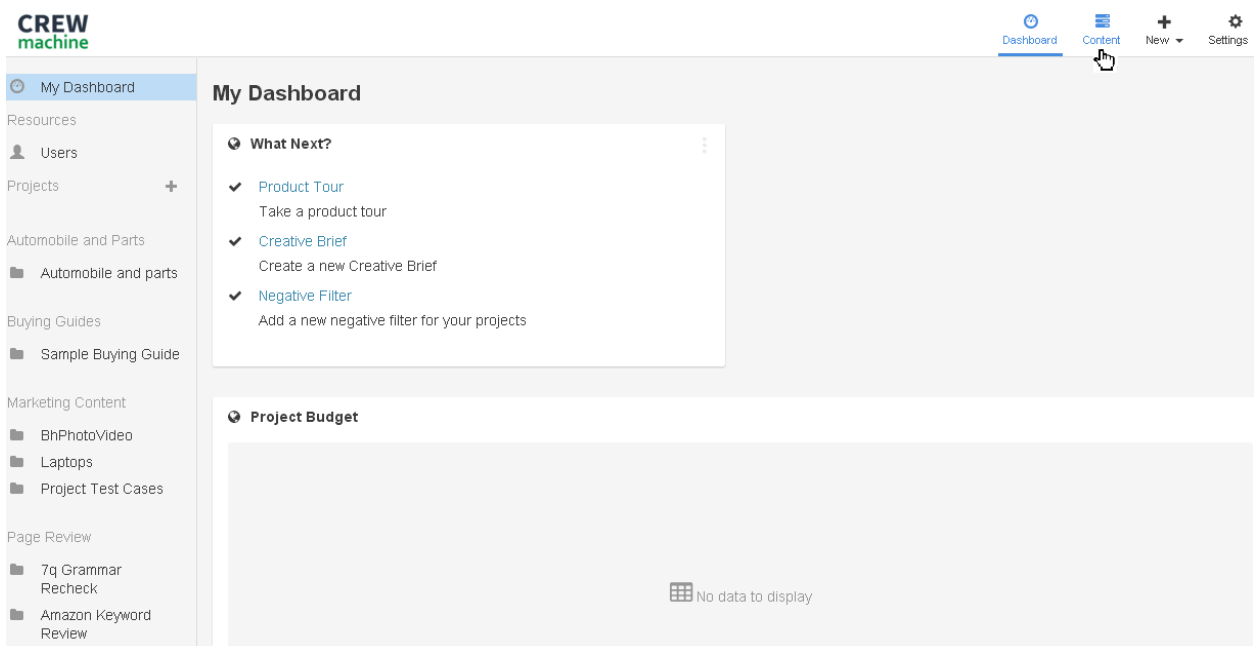
1. Login to your CrewMachine account using the correct login details.

A screenshot of the CrewMachine login interface. At the top, it says "Powered by" followed by the "CREW machine" logo. Below this is a white login box with a "Welcome!" heading. Inside the box, there is an email input field containing "abcd@gmail.com" with a green checkmark to its right. Below the email field is a password input field with masked characters ".....". Under the password field is a checkbox labeled "I agree to the terms and conditions." with a link to "terms and conditions". Below the checkbox is a blue "Sign in" button. A mouse cursor is hovering over the "Sign in" button. Below the button is a link that says "Forgot password?". At the bottom of the login box, there is a line of text: "For account information, please contact your administrator."

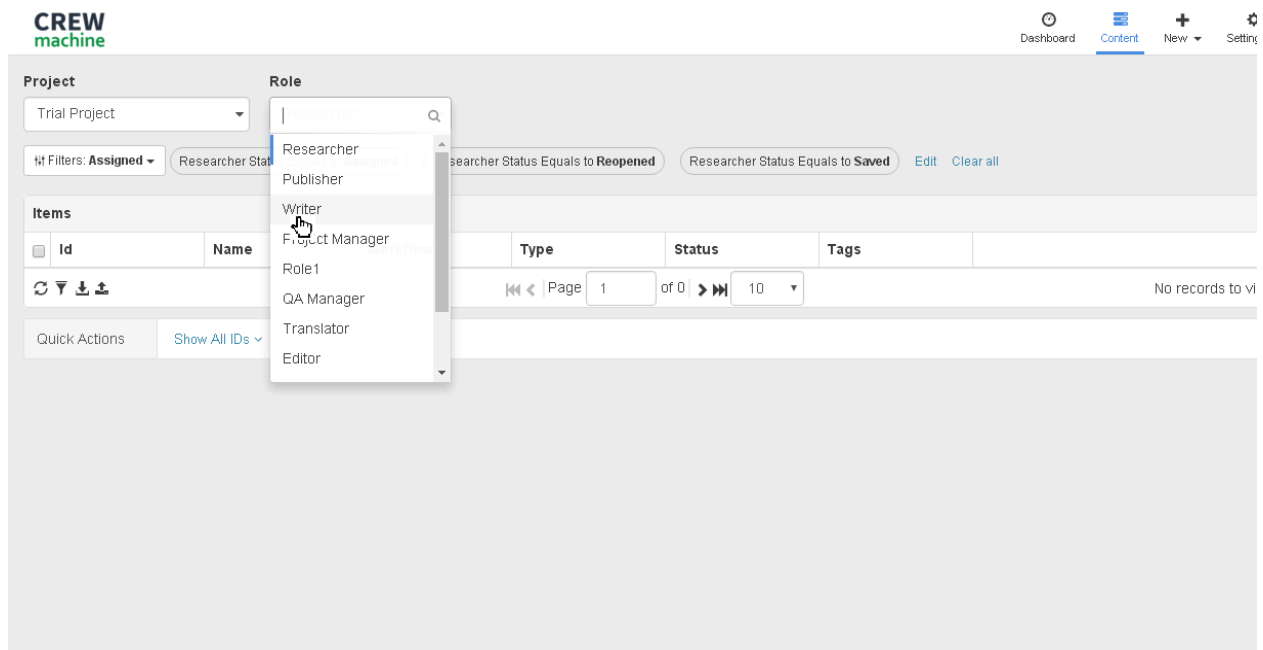
2. This will open the Dashboard page.



3. Click on Content located at the far right top corner of the page.



4. Select the appropriate project and role from the options given in the Project and Role boxes located towards the top of the page.



5. Select the appropriate item from the 'Items' grid displayed. To do this, click on the checkbox (located at the far left of the page) against the item. The selected item should be highlighted in blue.

CREW
machine

Dashboard

Content

New

Settings

Project

Trial Project

Role

Writer

Filters: Assigned

Writer Status Equals to Assigned

Writer Status Equals to Reopened

Writer Status Equals to Saved

Edit

Clear all

Items

	Id	Name	Batch ID	Type	Status	Tags
☒	5840170	Product One	Aug-23-2018	Onsite Blog	In Writing	0932
☐	5840186	Product One	Aug-23-2018	Onsite Blog	In Writing	0055
☐	5840169	Product One	Aug-23-2018	Onsite Blog	In Writing	1181
☐	5840185	Product One	Aug-23-2018	Onsite Blog	In Writing	0706
☐	5840168	Product One	Aug-23-2018	Onsite Blog	In Writing	1161
☐	5840184	Product One	Aug-23-2018	Onsite Blog	In Writing	1082

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View 1 - 6 of 6

Quick Actions

Show All IDs

Overview

Project

Research

Metadata

Content

Feedback

Workflow

Activity

6. The details of the item are now loaded on the same page. Scroll down on the page and click on the Project tab (the second tab located beneath the 'Items' grid and just below the Quick Actions box).

CREW
machine

Dashboard

Content

New

Settings

Items

	Id	Name	Batch ID	Type	Status	Tags
☒	5840170	Product One	Aug-23-2018	Onsite Blog	In Writing	0932
☐	5840168	Product One	Aug-23-2018	Onsite Blog	In Writing	1161
☐	5840184	Product One	Aug-23-2018	Onsite Blog	In Writing	1082
☐	5840186	Product One	Aug-23-2018	Onsite Blog	In Writing	0055
☐	5840169	Product One	Aug-23-2018	Onsite Blog	In Writing	1181
☐	5840185	Product One	Aug-23-2018	Onsite Blog	In Writing	0706

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View 1 - 6 of 6

Quick Actions

Show All IDs

Overview

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Activity

Overview

Id 5840170

Name Product One

7. This leads to the Project column further down on the page. This column contains the Creative Brief module, which has different tabs such as 'Creative Brief'; 'Keyword and Grammar Review Guidelines', 'Page Review Guidelines', and 'Editor SOS' that provide relevant detailed information about the project. These tabs vary for different projects.

The screenshot displays a web application interface with a top navigation bar containing links: Overview, Project (highlighted), Research, Metadata, Content, Feedback, Workflow, and Activity. Below this, a 'Project' section header is visible. Under the 'Project' header, there is a sub-navigation bar with tabs: Creative Brief (selected), Creative brief, Keyword and Grammar Review Guidelines, Page Review Guidelines, Editor SOS, and Open Projects. The main content area for the 'Creative Brief' tab shows:

- Brief Name:** Amazon Page Review Brief
- Objective/goals:** You goal is to answer questions in the Review section based on the provided keyword and information in the URL..
- Overview :** Review each keyword for its appropriateness and review the page for its relevance to the keyword. Should any answers be "No" then a short comment is required to explain why. You can find the FAQ at this url: <https://goo.gl/KoJ1Qp>
- Do's & Don'ts** (with a user icon):
 - ✓ Do answer all questions for every keyword.
 - ✓ Do leave a short comment for all No answers
 - ✓ Don't correct for normal capitalization (ex: fred smith : Fred Smith)
 - ✓ Do correct capitalization for special cases (ex: iphone: should be iPhone or 3d should be 3D)
 - ✓ Do reach out if you have any questions

Below the 'Project' section, a 'Research' section header is visible, followed by a 'Primary Keyword(s)' input field.

8. Click on each of these tabs to obtain thorough information about the project. For example, click on 'Creative Brief', the first tab, to know which project the brief is for and the objectives and overview of the project.

OverviewProjectResearchMetadataContentFeedbackWorkflowActivity

Overview

Id

5840170

Name

Product One

Batch ID

Aug-23-2018

Type

Onsite Blog

Url

https://www.bhphotovideo.com/c/browse/Accessories/ci/13371/N/4042754084

Status

In Writing

Tags

0932 x

Project

Creative Brief

Creative brief

Keyword and Grammar Review Guidelines

Page Review Guidelines

Editor SOS

Open Projects

Brief Name:

Amazon Page Review Brief

Objective/goals:

You goal is to answer questions in the Review section based on the provided keyword and information in the URL.

Overview :

Review each keyword for its appropriateness and review the page for its relevance to the keyword. Should any answers be "No" then a short comment is required to explain why. You can find the FAQ at this url: https://goo.gl/KoJ1Qp

Do's & Don'ts

✔ Do answer all questions for every keyword.

✔ Do leave a short comment for all No answers

✔ Don't correct for normal capitalization (ex: fred smith - Fred Smith)

8. Any recent updates regarding the project will always be displayed in the Creative Brief module.