



How to prevent a **slow** design process and create a great looking website



spoton.net 
a website and internet marketing franchise

it'seeze
Creative, Flexible **and** Affordable
Website Design

Step 1

Give us the basics



Let's get
off to a
good start

Logo(s) and any useful branded items

Brand guidelines (rare but very useful)

Colours. Be as specific as you can!

'Post us' sample colours if needs be!

The basic company details!



Step 2

It's all in the brief

Notes

SCOPE

Lighter Life is looking to implement a web based ecommerce trial selling their various dietary food products and merchandise. Items in the shop will include soups, bars, porridge, as well as drinks, shakes and books i.e. up to 50 items in total. The ecommerce platform will be accessed via a link from the main Lighter Life website which is currently under construction. This main site and the ecommerce site are "closed" sites in that users may only access it following an invitation from Lighter Life to do so. Users will be a relatively small discreet group (say 200) people who are on one of the managed diet programmes.

This HOME PAGE

User will be required to log-in using their allocated log-in details when they first arrive at the home page i.e. users should not be able to see the shop pages until they have signed in.

This home page should contain the 6 main Category images linking THROUGH each of the Category Home Pages with the purchase options. The client particularly likes the layout and styling of what we did on this site home page at www.gobstoppers.net. She likes the tree style navigation down the LHS as the main category links in the main body of the page. If possible she would like to pick up on some of the "Round" imagery (see trees and other links etc.) on the attached Layout illustration of their main site.

COLOURS AND FONTS

The two main fonts on their main website are below and we should use them appropriately.

Open sans – this is a free google font which they used for the body copy
Sneaker Script – they used this for the journey titles.

They have also used 'Love ya like a sister' and 'jamaistevie' in the quotes and are like to use a variety of fonts across the quotes for visual interest.

Tell us about the business

What does the business do?

What are there USP's?

What is the key message?

Competitors or related businesses?

Their likes and dislikes? And reasons why

Services?

Selling
Points

Shout
about
what?

Who we're
up against!

Gives us
an idea of
the style

TIP Use the 'notes' section for the home page

Tell us about the site

What style of site are they looking for?

Example sites are a great starting point!

What categories will define the navigation?

What do they want 'site wide'?

Classic
Fun, Modern
Minimal...

Does not
thave to be
same industry

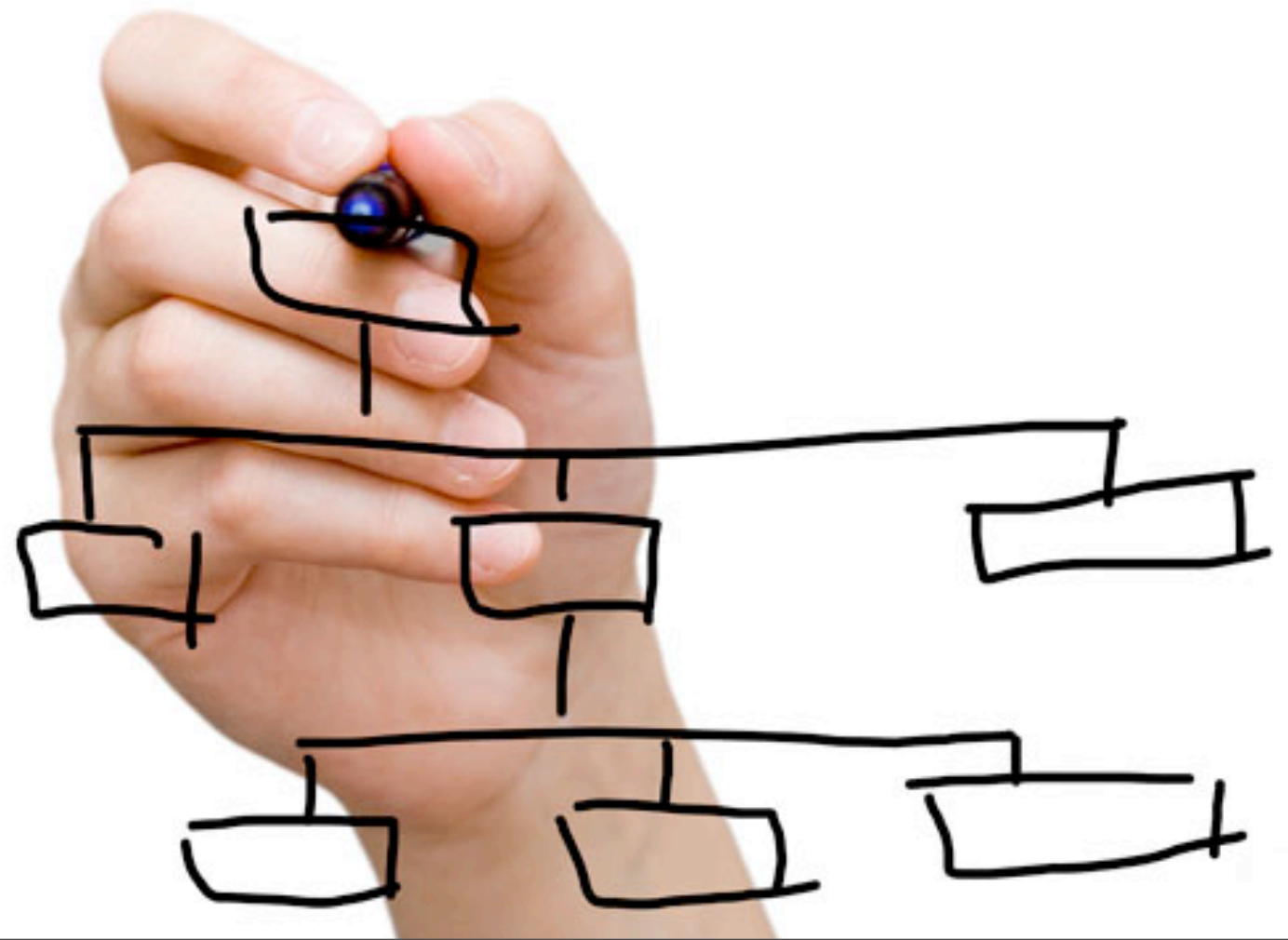
What pages
go in what
category?

What's
shared on
each page?

TIP Use the 'notes' section for the home page

Step 3

Choose your
navigation wisely



Before choosing you need to know

Page hierarchy

What pages go where?

How many pages will be added in the future?

Certain types of navigation may not be ideal

Explain to the client how their navigation will work

Show them example from portfolio

TIP If in doubt give us a call

Step 4

Imagery Rules

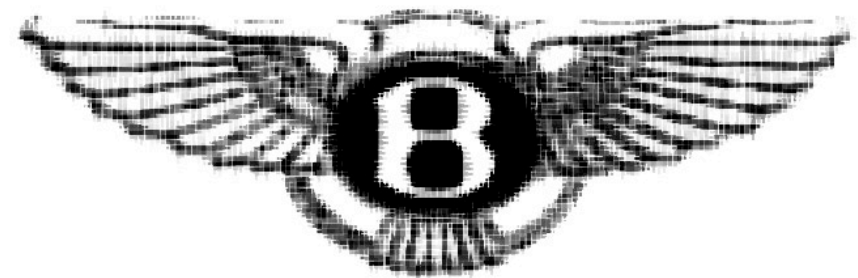


Make sure supplied the images are sharp

Avoid blurred images and scans if possible



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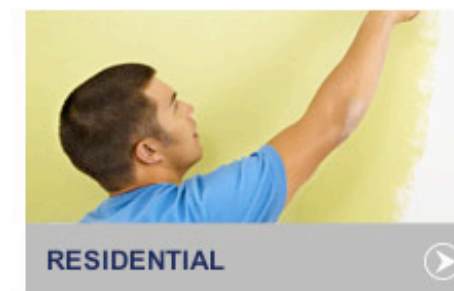
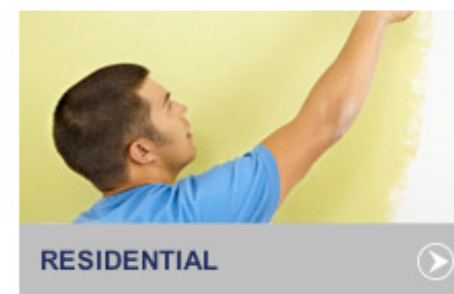
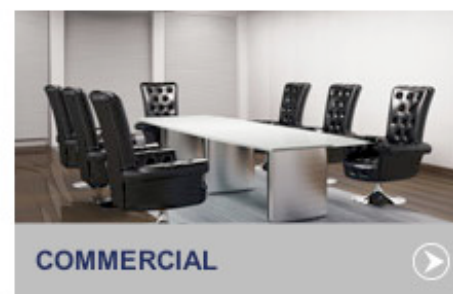
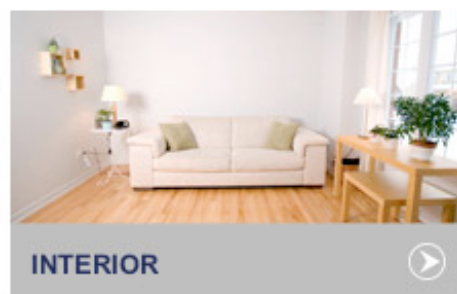


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Keep to a style

Inconsistent imagery just looks bad



Have faith in the designers choice

If the designer replaces an image, it's for a reason

Avoid using mobile phones as cameras

Generally not good quality

Choose the right format

*A portrait image
doesn't fit in a
landscape header!*



Step 5

Avoid at all costs



Images 'taken' from the web

Or any images without permission

Ask your client where they were sourced from

Be their advisor. No one wants to be sued!

Copied content from other sites

Bad for SEO for a start!

TIP If your unsure let us check.

gettyimages® shutterstock

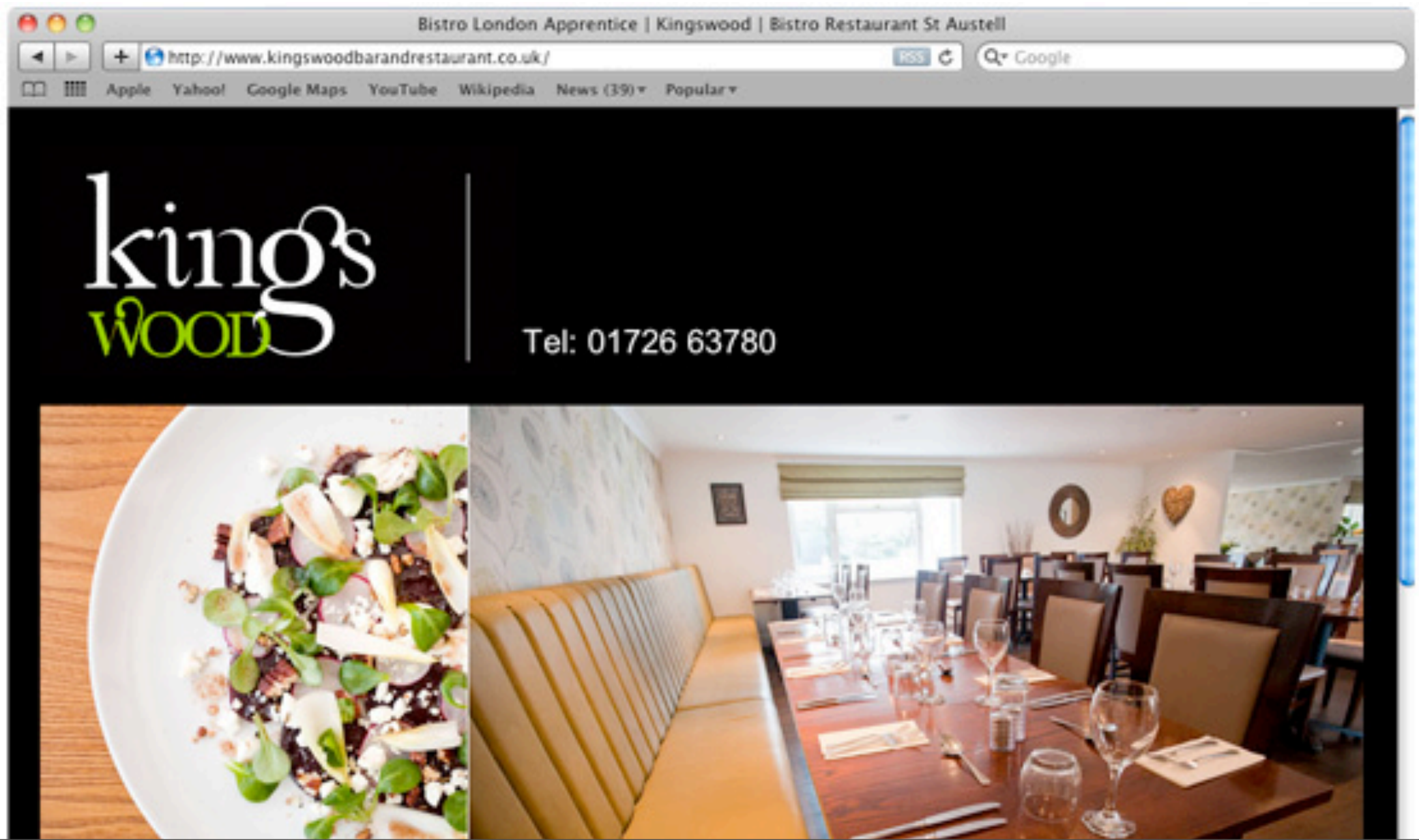


Brief Examples lite, max & commerce



lite site

Kingswood Bar & Restaurant



1 Good quality logo / branding

Sharp

Correct format
Not from a scan

Well designed
Which helps!



2 Good quality images

Sharp

Relevant to business

Correct format

Not taken
on a mobile!



3 Good and accurate choice of colours

RGB / Hex Colours
supplied

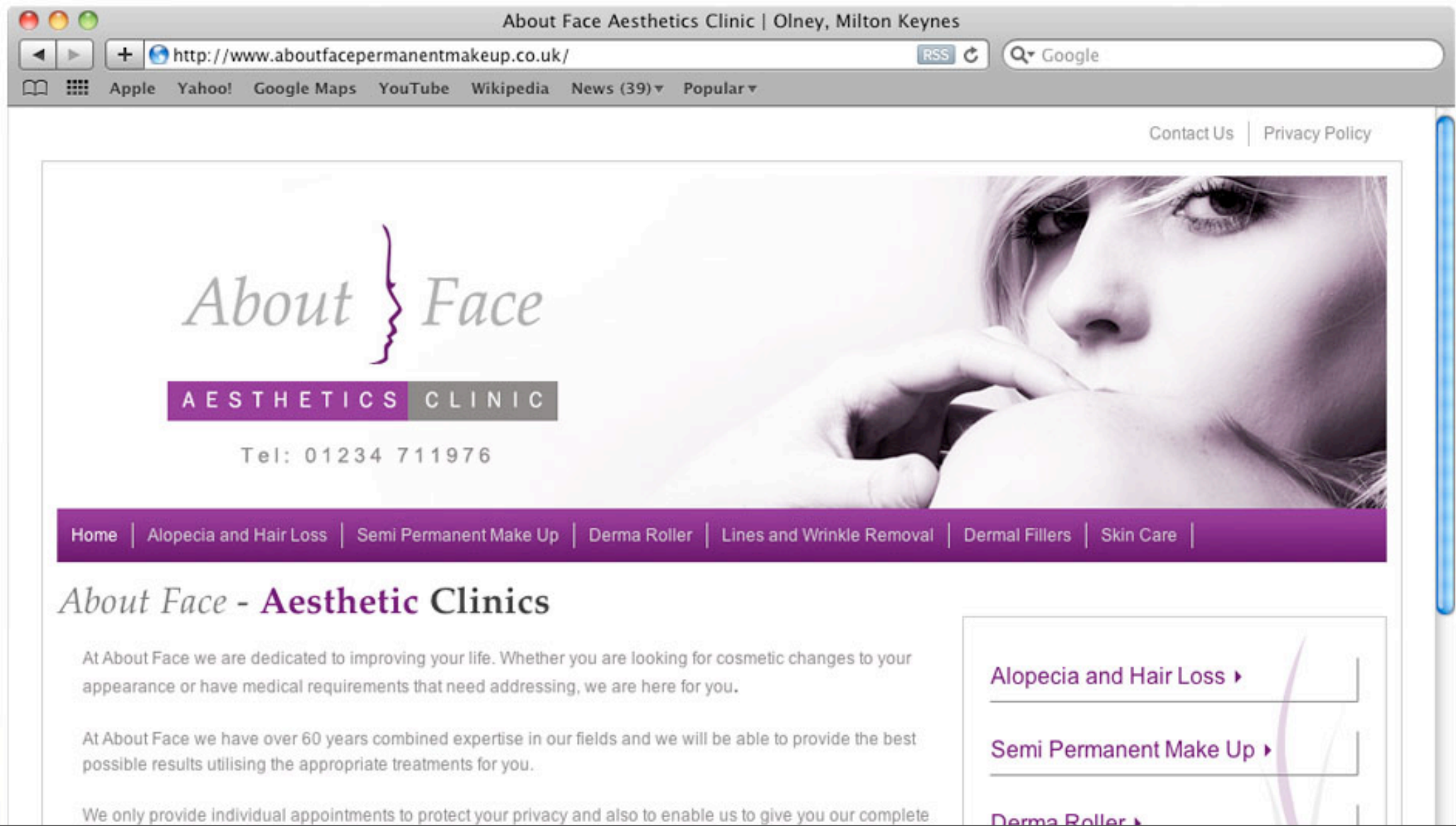
Details of
background colour

Good choice of
colours which do
not clash!



max site

About Face Aesthetics Clinics



1

The clients likes and dislikes

Quotes taken from Steve's brief

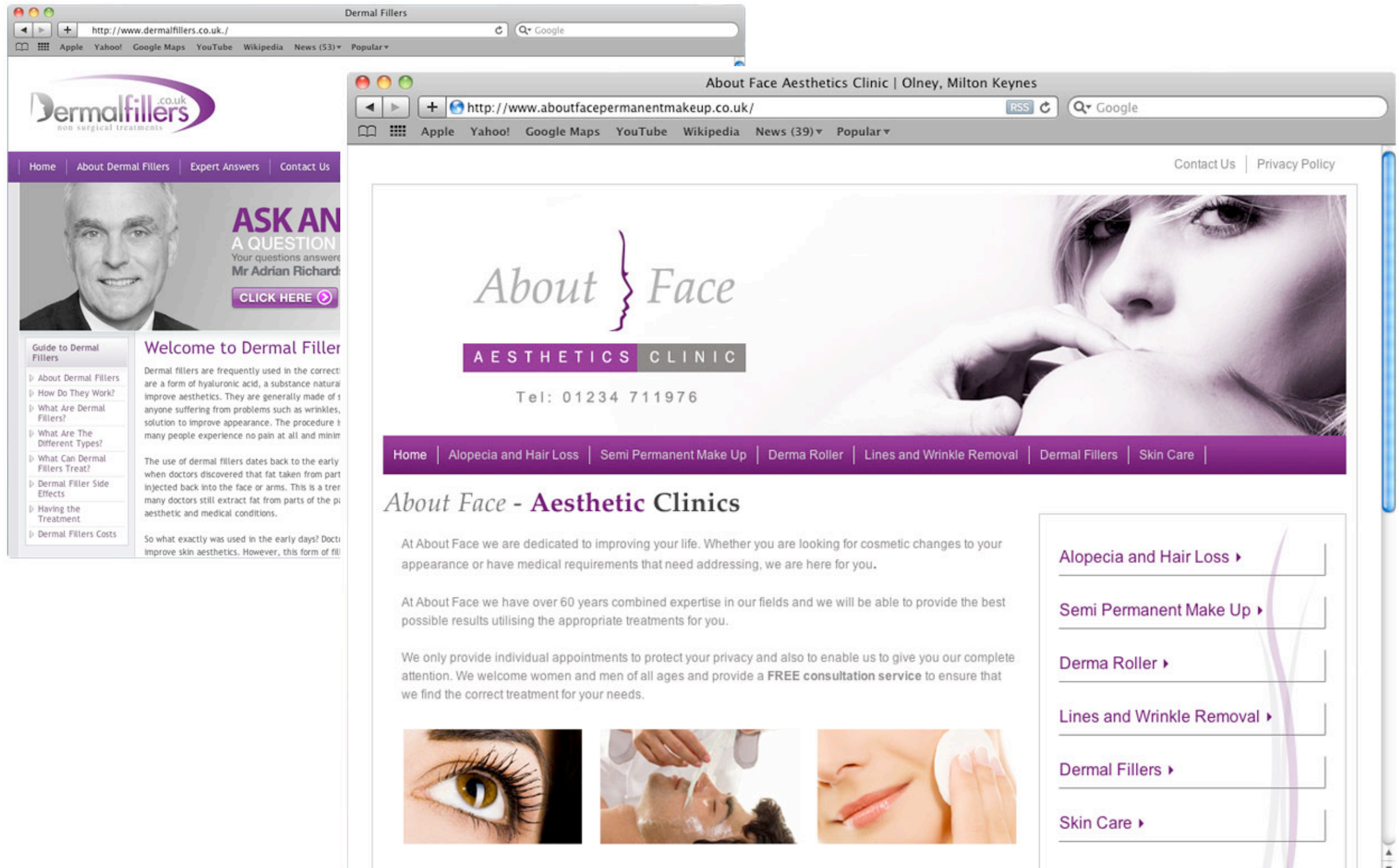
Likes

*"The **feel** and **colours** that the client is looking for is at www.dermalfillers.co.uk"*

Dislikes

*"This site is at www.aboutfaceuk.co.uk. This is **NOT** the look that the client wants"*

Outcome of giving an example site



2 Accurate navigation details

*"The design is using a **drop down** format to **future proof the site** but there are no drop down pages yet"*

*"On the right hand side of the home page and all category pages please **include in page links to each category page**"*

3 General useful notes

Site Wide options

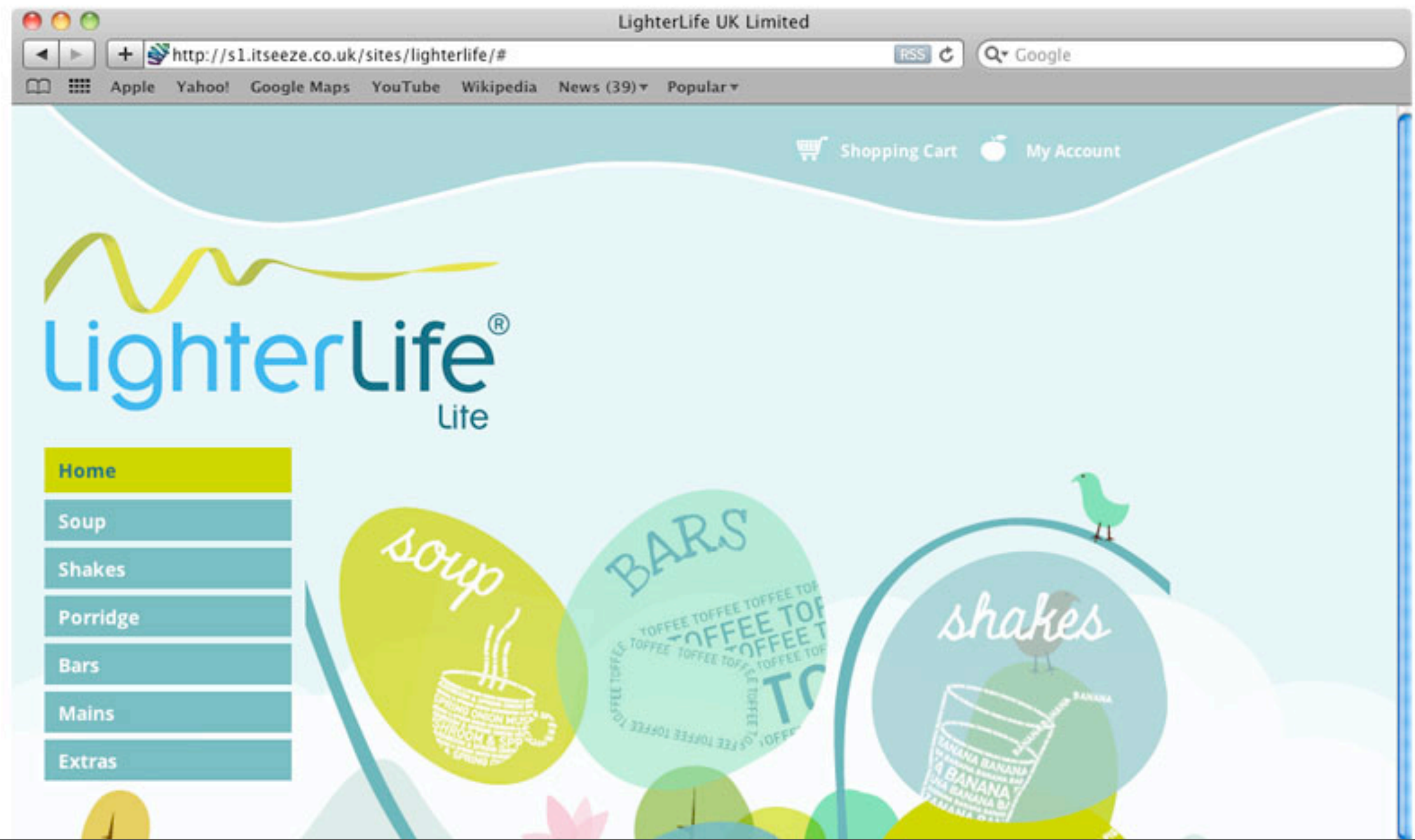
"Please include in the footer About Face Aesthetic Clinics operate in Olney...."

Content information

*"This clinic is for both men and women so please **do not use pinks** within the colour palette..."*

commerce site

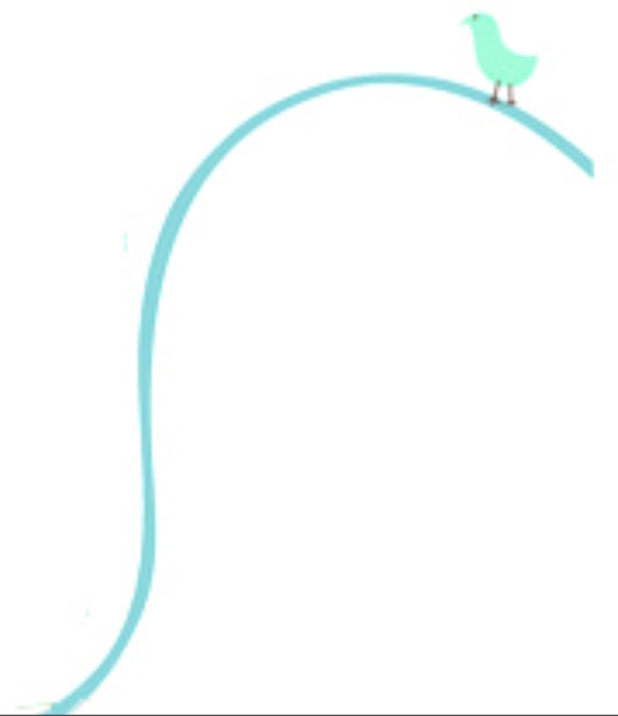
Lighter Life





“This site could have been really tricky if it wasn’t for the detailed briefing notes...”

Jess Gully
Senior Designer



1 Excellent Overview

The sites aim

"Lighter Life is looking to implement a web based e-commerce trial selling their various dietary food products and merchandise. Items in the shop will include soups, bars, porridge.."

Target audience

"Users will be a relatively small discreet group (say 200) people who are on one of the managed diet programmes"

2 Branding & Specific Site Information

Specific Colour Guides

'#f5dc0e – this the yellow'

'#98a4d4 – this is the chocolate brown'

'#69b3bf – this is the strawberry pink'



Specific Fonts

"Open sans – this is a free google font which they used for the body copy.

***Sneaker Script** – they used this for the journey titles."*



To sum it up

With the right information we can create a great site and deliver it on time.

