

Planning a Website with New Interactive Design

This document suggests considerations to make when planning the development of or enhancement to a website

New Interactive Design

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Make a Plan

Web projects require careful planning. Before you turn your computer on, sit down with a pencil and paper and plan your website. This will save both time and energy in the long run and make the design experience more enjoyable for both you and your web designer.

Goals and Audience

List the top three to five goals of your web project. You may want to sell products, share your opinions, market your business, promote an event or create a portfolio.

Consider the primary audience for the website? Are they young or old? What are their professions, disciplines, and interests? How much time will they spend on your site?

What are the secondary goals of the website? Is this an informational site or a avenue for internet-based marketing or revenue? Do you plan to add content frequently. Do you expect users to frequently return to your site?

Planning

Does your company need a content management system? A CMS allows you to create, manage, store and edit content without programming skill. Because you are able to edit your content you no longer have to call your web designer every time you would like to make a update.

Do you plan to sell products or services online? Are there requirements for ecommerce, such as a shopping cart, the ability to process credit cards, QuickBooks integration or data encryption?

Would you like your site integrated with social marketing tools such as Facebook and Twitter? Does your company need help developing social network pages?

Does your company need a blog page? Do you have a preference of blogging software such as Wordpress or Expression Engine?

Is there a need for photography, video, writing or other forms of content development?

Is there a need for collateral materials such as a logo, brochures or business cards?

Does your company plan on sending out newsletters?

Research

Find Web sites that you like. Look at the design and placement of navigational elements, use of color and typefaces. Look for websites that are similar in audience, subject matter, or have a similar look and feel of your desired website.

Collect Materials and Content

Transfer photos and artwork to digital format or gather these materials for your web designer.

Develop your written content early in the web process. Does your company need assistance with copyediting? Missing content often causes delays.

Design

Elements

What design elements– graphics, animation, logo, and consistency of identity, and content parameters–would your company like?

Color

Is there a color scheme that your company uses or would like? Should the colors of your site be serious, fun, warm or cool? Sites such as www.colourlovers.com and kuler.adobe.com are great tools.

Type

Common HTML typefaces are Times, Arial, Helvetica, Veranda, Courier, and Georgia. Graphic text is created in image editing software and displayed as a image. Does your company have a preference of typeface? Are there previously developed marketing materials that use certain fonts?

Going Live

Domain Name

A domain name is a unique name that identifies a website, for example newinteractivedesign.com. Common domain name extensions include .com, .net, .org. Does your company have a domain name? If not write down a few? Check out <http://domai.nr/> to check availability.

Web Server

To make your site public your company will need a web server, a dedicated

computer that hosts your website. Does your company have a web server?
Would you like to host your site on our web server?

Updates

New interactive offers annual maintenance contracts. If your company requires monthly updates please let us know.

Thank you for reviewing this website guide. We look forward to working with you.

Aloha!