

CLIENT GUIDE – WEBSITE DESIGN

This document lists the content required by Naked Creativity for a website development project. Some of this should be provided before the project begins, whereas other elements can be supplied later as the project progresses.

The aim of this document is to outline the content the client should provide. By meeting these requirements, Naked Creativity can ensure that the project meets the brief and runs within the specified timeframe and budget.

BRIEF – PROJECT SPECIFICATION

This is provided at the beginning of a project and should where possible include the following information:

A short description of the company

The company's core business and ethos.

The overall aim of the project

For example sell more products, revitalize a tired design, add an online shopping cart or market a new idea.

The actions a visitor will be able to perform on the site

Examples include a forum that can be contributed to, an online shopping cart to allow product purchase or an online database of information that visitors can search through.

If administration functionality is required

A content management system (CMS) can be used to allow a company to continually maintain their website. This is done through a user-friendly interface that prevents the need to edit complex web code.

Future plans of the website

Taking into account the future plans of the website during development makes things easier and cheaper further down the line when new functionality is required. Examples of this could include the integration of a shopping cart, the addition of an online blog or use of the Naked Creativity CMS. This can be discussed in detail with Naked Creativity should future development need consideration.

Time frame

In this initial project stage, it is extremely beneficial for Naked Creativity to know if there is a deadline that the website needs to be launched for. This ensures that the necessary design, development and testing time is allocated within the timeframe before the launch date.

CONTENT

It is extremely beneficial for a client to give an indication of the content that will be added to the website as this will aid the initial design phase. The following should be provided either before or during the project:

A site map

This visually organises the pages of a website as a simple block diagram that can be likened to a family tree. Websites usually contain a primary and secondary menu, with the secondary sub menu updating to show the options listed under the selected primary menu option.

A site map can be drawn and provided by the client or created with the help of Naked Creativity in an initial design meeting. Ideally, this should be provided before the project begins so that Naked Creativity have an indication of the structure of the website; this will aid the initial design concepts.

Text

To save both time and money, it is beneficial for a client to send across final versions of the website text in a Microsoft Word or iWork Pages document, broken down into relevant headings and sub headings that correspond to the site map. This copy should be thoroughly spell checked and proof read as the time it takes to make multiple text changes during development can quickly add up.

Final copy will be requested by Naked Creativity during the project when it is required. Providing this promptly, thoroughly proof read and spell checked will ensure that the project continues to run to time.

Images and media

Any relevant images that represent the company, products or services should if possible be provided at the initial briefing stage. This can aid the design of the initial wireframe concepts because they will give an indication of the type and quality of images available.

For example, a portfolio of product shots that are professional and of a high resolution could work well as a brochure site design. The display of images will be at the discretion of Naked Creativity, with the concept designs still aiming to meet the client brief.