



Website Profile

This brief profile (in conjunction with the prototype) is a tool we use to combine your site's structure, content and design into a meaningful whole. The more carefully you consider each of the following questions, the better we'll be able to provide you with a great-looking website that accurately reflects who you are and what you do.

1. Identifying Your Audience

This helps you see the site from their perspective. It helps determine what content to include and what content you can do without.

Who is your audience? (age demographics, experience and knowledge of your company, are they web savvy? what is their shared culture?)

What kind of content does your audience expect to find on your site? What goal(s) do they hope to achieve by coming to your site?

2. Existing Branding Standards

Are there branding standards that need to be followed in designing the site? (logo, colors, fonts, photography) These files can be e-mailed to justin@newfangled.com.

3. Site Personality

If your company has established branding, we can design your site to be consistent with your existing material. However if we're starting from scratch, we need to determine your site's "personality." That is, we need to tell your audience who you are and what makes you unique.

Your company's products or services certainly help determine your site's personality (a banking site vs. a site that sells surf boards), but providing some descriptive words or phrases will help as well. Some examples: "we make software fun!" or "you can trust us with your financial investments." or "we make the highest quality dog food in the world."

4. Home Page Elements

Since your home page will be most visitors' first impression of you, careful thought needs to be given to which elements should live on the home page and which elements could live elsewhere in the site. The more focused your home page is, the more likely a visitor will quickly understand who you are and what you do. Home page elements can be grouped into three categories: introduction, entrance and announcement.*

Introduction

Describes the site, establishes identity (descriptive words, logo, tag line, short statement, visual presentation)

Entrance

Entry to content, explains what's inside (navigation system, entries to services, search utilities)

Announcement

Shows what's new, encourages revisiting, highlights content (features, news, advertisements)

5. Other Sites

What are some of your competitors' sites? It's useful for us to see what your competition looks like and maybe you'd even like to emulate some element of their site on your own site.

What are some of your favorite sites? (take a look at your browser's bookmark list) They might be related to your market sector or they might just be your personal favorites. What is it about them that keeps you coming back? Well-organized news source? Cool graphics? A useful tool or application?

* Home page categories: introduction, entrance and announcement borrowed from Luke Wroblewski's book, "Site-Seeing" (Hungry Minds, 2002)