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Website Design

categories of “design” work and our offering

GOALS

- ✘ Explain some observations about website “Design”
- ✘ Explain WSP’s offering with regards to website design
- ✘ Provide some details to help you make informed decisions on
 - + Which standard option(s) you are interested in
 - + Whether or not you want additional custom design services

AGENDA

- × Review Some Example Sites
- × Categories of Design Work
- × Unique Designs vs. Great Designs
- × Standard Website Conventions (should influence design)
- × Summary

CATEGORIES OF DESIGN WORK

- ✘ Branding / Identity (or any non-website related) Design
- ✘ Template Design
- ✘ Content Design
- ✘ Design (Layout) of Functionality Pages

BRANDING / IDENTITY NON-WEBSITE DESIGN

- ✘ WSP does NOT provide these types of services; these are NOT in WSP's scope
- ✘ This includes things like
 - + Logo Design
 - + Company Colors
 - + Company Slogan
 - + Branding Guidelines (if applicable)
 - + Any non-web design work (brochures, mailers, flyers, email blasts, etc)
- ✘ The logo and colors (as a minimum)
 - + Should be done BEFORE any website template design work begins
 - + Becomes a starting points for the website design work

WEBSITE TEMPLATE DESIGN

- ✘ This is the design and layout of the overall website template
- ✘ WSP DOES offer template design services
 - + We call these our “Design Tracks”
 - + These are described in detail below
- ✘ The template is applied to / seen on every page of the site
- ✘ This is the top (header), left rail, bottom (footer), and right rail of the site
- ✘ This should be 100% consistent throughout the site (for usability purposes)
- ✘ This includes things like....

WEBSITE TEMPLATE DESIGN

- ✘ The colors, styles, and graphics used in the site
- ✘ The placement of the logo
- ✘ The look, feel, and placement of the navigation links (typically utility, top / main, my account, and footer)
- ✘ The placement of the functionality hooks in the template (search box, product categories, refine your search, login / my account, show cart window, shipping estimator, etc)
- ✘ The placement and sizing of template elements / graphics / plugins like
 - + Social networking links / icons (facebook, twitter, youtube, etc)
 - + Security / credibility icons (Thawte / VeriSign SSL, Hacker Safe, Security Metrix, BBB, Inc. 500/5000,etc)
 - + Payment method icons (Visa, MasterCard, Amex, Discover, PayPal, etc)
 - + Live chat icon / links
 - + Email newsletter signup windows
- ✘ Site-wide CSS settings like font properties (size, color, family) and page titles
- ✘ The inclusion of analytics code (not seen visibly) like Google Analytics

CONTENT DESIGN

- ✘ This design does impact aesthetics (it can have a big impact)
- ✘ This is NOT included in any base scopes for WSP; this is the responsibility of the client
- ✘ The variations in work required / desired varies by project
- ✘ If WSP includes any of these types of services (which is not typical), it will
 - + Be explicitly discussed with your rep or PM
 - + Be explicitly spelled out as a line item in the scope / estimate sheet
 - + Have estimated hours and prices in the scope / estimate sheet

EXAMPLES OF CONTENT DESIGN

✘ Content generation

- + Taking photos
- + Creating videos
- + Writing content / copy

✘ Content cleanup / design

- + Preparing data / getting it into the “Target Format” (other videos)
- + Image cleanup (cropping, cleanup, resizing, etc)
- + Applying markup / formatting to content (web pages, product descriptions, etc)
- + Creating graphics (home page, slide show slides, category banners, etc)

DESIGN (LAYOUT) OF FUNCTIONALITY PAGES

- ✘ This includes changing the layout of versioned interface pages
- ✘ This includes anything not explicitly listed in the Template Design section above
- ✘ This is NOT included in any base scopes for WSP
- ✘ This requires additional custom services billed hourly
- ✘ This includes things like:
 - + Functional hooks in the template (search window, category window, who cart window, etc)
 - + Forms (Contact Us, RFQ) – adding or changing questions, changing the layout (i.e. re-arranging the order of the questions or putting input elements side-by-side, etc)
 - + Product Catalog Pages (search results, product detail, etc)
 - + Quick Order Form
 - + My Account pages (overview, forms, etc)
 - + Shopping Cart pages
 - + Email Confirmations (order confirmation, contact us confirmation, request password, etc)

UNIQUE VS. GREAT DESIGN

- ✘ Unique Design <> Great Design
- ✘ Great Designs
 - + Put usability first
 - + Focus on accomplishing your business goals with your target audiences
 - + Use standard / expected web conventions
 - ✘ People spend a lot more time on OTHER ecommerce websites than they do YOUR website. Make their experience on your website intuitive by presenting things in a way they are used to seeing them.
 - + Look and feel professionally built
- ✘ If you use a Unique Design, make sure it has all of the elements of a Great Design

STANDARD WEBSITE CONVENTIONS

- ✘ Logo at top-left, links to home page
- ✘ Simple, clear tagline that explains exactly what the site / company does
- ✘ Utility navigation / cart / login at top right
- ✘ Main navigation and functional hooks on top and left
- ✘ Breadcrumbs at the top (top-left) of the body / content area
- ✘ Footer at bottom
- ✘ May or may not include right rail navigation
- ✘ Works in all popular browsers
- ✘ Clearly labeled navigation links

OUR OFFERING (BY CATEGORY)

- ✘ Branding / Identity (or any non-website related) Design
 - + N/A – we do not offer these services
- ✘ Template Design
 - + We offer “Design Tracks” with typical hourly ranges
 - + Every website project includes a standard or custom design track
- ✘ Content Design
 - + We offer this on an hourly basis
 - + This is not typically included in a scope (general client’s do this themselves)
 - + We provide more value for “content cleanup” than for “content generation”
- ✘ Design (Layout) of Functionality Pages
 - + We offer this on an hourly basis
 - + This is not typically included in a scope (it can get expensive)

SUMMARY

- ✘ WSP will push for you to end up with a Great Design
- ✘ WSP will provide the services based on your scope of work / pricing estimate
- ✘ WSP will provide or assist with any additional design services needed
- ✘ The only time you should expect to see resistance from us is
 - + If you are trying to do something with design that breaks standard web conventions and will result in a less-than-great design, or
 - + You want us to provide design services without paying us to do them



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