Conceptual Design

Goals

Design Process

Conceptual: *What does it do?*

Interaction: *How does it do it?*

Interface: *What is its look and feel?*

Pipsqueak
Productions, LLC

BUSINESS

What are **some** business goals for the website?

1. _____
2. _____
3. _____

What is the time frame for development?

_____

What is the budget for this project?

_____

AESTHETIC

What are **some** aesthetic goals for the website?

1. _____
2. _____
3. _____

Is there a website whose design you particularly admire?

_____

How should the website differ from its direct competitors?

_____

Do you have a favored color palette?

_____

FUNCTIONAL

What are **some** functional goals for the website?

1. _____
2. _____
3. _____

Sometimes, there's a trade-off between rich content and quick page loads. Which do you find more important?

_____

Do you wish to accept credit card payments on the website?

_____

Do you want people to be able to print pages of the website?

_____

MARKETING

Who are the user groups for the website?

1. _____
2. _____
3. _____

What should be the tone of the website?

_____

What should be the main message?

_____

What is the action item that you want users to do?

_____

How would you define success for the new website?

_____

USERS

What are **some** of the users' goals for the website?

1. _____
2. _____
3. _____

What are three main user characteristics?

1. _____
2. _____
3. _____

What is the expected level of user computer expertise?

_____

Where will users be while using the website?

_____

How robust will the internet connection be for most users?

_____

How important is it to support mobile users?

_____

Do mobile users want to do different things than desktop users while on the site?

_____

TECHNICAL

What are **some** technical goals for the website?

1. _____
2. _____
3. _____

Building only for modern web browsers is technically less complex, cheaper, and increases functionality. Even so, sometimes websites need to support users with older browsers.

Can the website require the use of a modern browser?

_____

Is there an existing site which is to be expanded? If so, what languages and technologies does it use?

_____

Do you have an existing content management system (CMS)?

_____

Is the website database-driven? If so, which one?

_____

Do you have an existing web server?

_____

Conceptual Design

Goals

Here are some sample answers from a fictional lawfirm that wishes to update its existing website. The partner says that the existing site is stale, not mobile-friendly, and doesn't allow for the posting of substantitive articles written by the attorneys.

Design Process

Conceptual: *What does it do?*

Interaction: *How does it do it?*

Interface: *What is its look and feel?*

BUSINESS

What are **some** business goals for the website?

1. *attract new clients*
2. *better search engine placement*
3. *make us look big, solid, dependable, successful*

What is the time frame for development?

three months

What is the budget for this project?

$30,000

AESTHETIC

What are **some** aesthetic goals for the website?

1. *formal*
2. *black and white photography, large photos*
3. *modern corporate look*

Is there a website whose design you particularly admire?

http://www.bsfllp.com/

How should the website differ from its direct competitors?

Not as stodgy

Do you have a favored color palette?

We like green, but we're open

FUNCTIONAL

What are **some** functional goals for the website?

1. *should be able to post articles easily*
2. *content should automatically link to bios*
3. *easy navigation, even on mobile*

Sometimes, there's a trade-off between rich content and quick page loads. Which do you find more important?

content more important than performance, within reason

Do you wish to accept credit card payments on the website?

no

Do you want people to be able to print pages of the website?

Yes. This is very important because of how people choose lawyers.

MARKETING

Who are the user groups for the website?

1. *potential clients*
2. *other lawyers*
3. *potential employees*

What should be the tone of the website?

serious but not stuffed shirts

What should be the main message?

enormous competence; client service

What is the action item that you want users to do?

find an attorney and call for an appointment

How would you define success for the new website?

30% increase in referrals from the website; better SEO

USERS

What are **some** of the users' goals for the website?

1. *Find information about their legal problem*
2. *Find attorney skilled in their legal problem*
3. *Find information about the firm generally*

What are three main user characteristics?

1. *Often non-experts, sometimes experts*
2. *Stressed and pressured about legal issue*
3. *Worried about finding right person, and worried about fees*

What is the expected level of user computer expertise?

Basic web surfing skills

Where will users be while using the website?

Home or office, maybe on mobile device

How robust will the internet connection be for most users?

Pretty good, on average

How important is it to support mobile users?

reasonably important

Do mobile users want to do different things than desktop users while on the site?

probably need contact information and location, but may want to read articles

TECHNICAL

What are **some** technical goals for the website?

1. *needs to work on phones, tablets, and desktops*
2. *smooth and competent - everything professional*
3. *no bad links, nothing broken*

Building only for modern web browsers is technically less complex, cheaper, and increases functionality. Even so, sometimes websites need to support users with older browsers.

Can the website require the use of a modern browser?

Yes. Our clients are mostly on modern browsers.

Is there an existing site which is to be expanded? If so, what languages and technologies does it use?

The current site has Flash sections. We'd like to move away from that. Rest of site is PHP.

Do you have an existing content management system (CMS)?

The current site was built in Drupal 6.0 and has not been upgraded.

Is the website database-driven? If so, which one?

It uses a MySQL server.

Do you have an existing web server?

It's hosted on Dreamhost.