

# CONCEPTUAL DESIGN

## Goals

### 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 (those updated after 2011) 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?

## Design Process

**CONCEPTUAL:** *What does it do?*

**INTERACTION:** *How does it do it?*

**INTERFACE:** *What is its look and feel?*



## 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 substantive 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.bsflp.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 (those updated after 2011) 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 uses Flash. 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 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.*