



Prepare Your Ideas

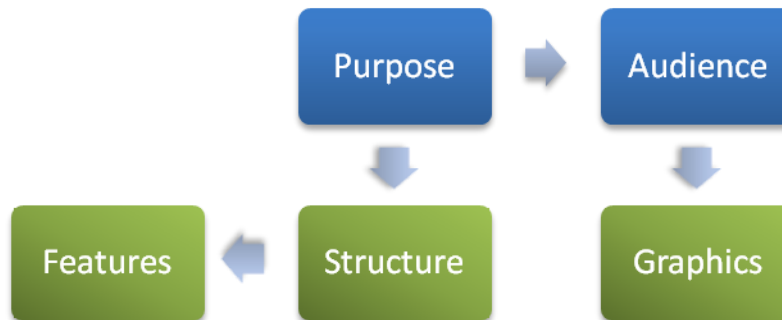
New Website

Getting Started

If you've come this far, then we can probably assume you're thinking seriously about some sort of new website or website upgrade. We have created this document to help you channel your ideas and put scope to the project. Addressing the points in this document will also make an initial consultation more productive. The ultimate objective is to answer the following questions:

- 1. What look and feel should the website have?**
- 2. What pages should be included in the new website?**
- 3. What features should be available to the users?**

It may seem straightforward enough, but in order for the website to be successful it is important to think carefully about the **purpose** of the website and the **audience** that the website will target. The following diagram demonstrates the order in which these main points should be addressed.



Purpose

It is never a bad idea to begin with the word **why**. Try to create a list of at least three goals which the website will try to achieve. For example the SlickTouch.com website was built to achieve the following goals: attract new customers, build interest, and promote the brand.

Audience

Now that we know **why** we're building a new website, let's think about who it's for. Try to describe what type of car your ideal customer would drive. Think about the location, age, gender, and spoken languages of your target audience. All this information will come in handy when we come to define the graphics and content of the website.

Graphics

The graphics of the website will be based primarily on the characteristics of the target audience. For example, if the target audience is children aged between 5 and 10, then the website graphics are likely to differ from a website which targets corporate investors. Take some time to make notes about the following aspects of the graphics:

- Colour Scheme (primary and secondary colours, maybe fit with logo?)
- Layout (header, footer, menu, main content)
- Photographical or Vector-based? (Use photos or computer generated shapes?)

Structure

Our goal at this point is to create a list of the pages to be included, along with a short description explaining what content to display on each page. It is important that every page relates to the purpose of the website and that the content of each page is written with the target audience in mind. Below is a list of common pages:

- Home Page
- About
- Contact
- Terms and Conditions
- Testimonials

Features

A feature is a functional module that belongs on one or more pages within a website. Features are not always easy to define, but usually draw information from a database and are updated through a content management system. Below is a list of common features:

- User Registration / Login
- Photo Gallery
- Checkout / E-Shop
- Contact Form
- Search
- Multilingual

Features can be more easily identified once the page structure is defined. For example, you will know whether or not your website has a contact page, so you may decide to include a contact form on that page. Try to create a full list of the features you would like to include in your website.

Ready for a Meeting!

If you are interested in discussing your ideas with a member of our team then do not hesitate to contact us at sales@slicktouch.com. We are also contactable in the Czech Republic on [+420 233 310 649](tel:+420233310649) or in the United Kingdom on [+44 131 208 2007](tel:+441312082007). Skype: slicktouch.com. **We look forward to hearing from you!**