# The brief – BecomeGreen 2019

BecomeGreen is a company dedicated to many things environmentally friendly. Its main focus is up-cycling items to bring a new lease of life to them. It also runs day courses where you can visit their workshops and learn how to make your own upcycled items.

To create a website with bespoke design. To provide maximum user functionality within the site so as to increase traffic and business.

The main purpose of the site is to present the business professionally, but at the same time portray the business as friendly and ethical. The ethos of the company is operating as a low impact business and take items that have been discarded or sold for very little and repurpose them into contemporary items, such as furniture and other decorative items for sale.

# Structure

One suggestion would be to have the following structure

* Home page – this will contain a description of the company, what they do and the ethos behind it. Links to industry magazines - <http://www.relovedmag.co.uk/> and <http://www.upcyclemagazine.com/> .
* A page dedicated to stock as a show room for current items for sale.
* Day courses page, enquiry form with tips section including a video.
* Staff and Testimonials page.

Contact details should be on all pages, an optional ‘contact us’ page could be created.

# Target audience

To appeal to local audiences for courses and picking up items. The demographic will be customers who are environmentally conscious and also love contemporary, bespoke items.

# Tone of voice

* Informative, interactive, easy to use and relating to the business
* Progressive, enhancing awareness and creating high visibility
* Focusing on providing information about your services and apprentice jobs available
* To increase traffic to the site looking for both employment and employees

# Style

The overall style needs to be professional, informative and compliment the brand identity. Colours and font usage will mirror the brand identity where possible. The site will encourage interaction within the site.

# Current assets

There is a website currently available at <http://www.inspirenorfolk.co.uk/> . Some assets are available via Moodle:

* Company logo image.
* Corporate colours in logo – paint swish green – 5cb2af. Block letter green – 1e7470.
* Copy text.
* A selection of images of varying sizes. Items for the shop and staff pictures.

These assets could be improved on if wished.

There is a Twitter feed that has been neglected, this should be linked to though <https://twitter.com/BecomeGreenSB>

You can create mock accounts for them on other social media platforms if you have time.

Ensure you use the correct SM icons as there are often strict guidelines relating to this (for example <https://www.facebookbrand.com/> and <https://about.twitter.com/en_us/company/brand-resources.html> ).

An instructional video <https://www.youtube.com/watch?v=b9KF6D0V26E> should be placed on the site.

When setting up forms for testing, use your college email address initially. A go live email address would only be used once testing is complete.

Contact details are on the website.

# Competitors websites

<https://www.upcycledcreative.co.uk/>

<https://www.upcyclethat.com/>

# Future development

* Fully responsive design for different platforms of Smart Phone and Tablet.

This does not need to be carried out now, but will feature in the next version of the site.