**Client:**

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| --- | --- |
| Company name: | Instad AS |
| Contact name: | Bjarne Jacobsen |
| Email: | bjarne@lederhuset.com |
| Phone: | 40021570 |

**Design:**

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| **A few websites that the client fancy:** | <https://eterni.no/> - clean and tidy!  <https://www.heikki-bruvik.no/> - they like how they have used their yellow colour. |

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| **Choose template**  (Are we going to choose a template, are we going to give a suggestion for template, or do we know what template to use) | Make something similar to eterni.no |

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| **What kind of contet elements are agreed upon?**  (Fill in all useful info. Is there any profil guide, desired content element such as font type and colors ect.) | It is important that you use the yellow colour that they have in their visual profile.  The client will send their visual profile. |

**Content:**

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| **Is all content ready?**  (For example if there is an existing website that will only have a new design) | No. |

*If not:*

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| **Are we or the client going to produce content?**  (If we are going to produce content, the client needs a content agreement) | The client are going to produce content. |

*If the client are going to produce content:*

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| **When is the content ready?** | 15.09.2020 |

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| **What content are we going to copy from existing website?** | All of it. |

Main page:

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| **What do they want on the main page?**  (for example: slider, product info, news, events, contact form) | “Registrer din CV” 🡪 linked to  <https://instad.recman.no/register.php>  but they do not want recman in the text or the link. They also want articles on the main page. |

Menu items:

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| **What menu items should the website have?** | * Om oss (about us) * Tjenester (services) * Ledige stillinger (available jobs) * Log in for employees where they can register working hours ect (they already have this kind of website. So link it to this one. * Project Inquiries (same as they’ve got on their existing website) * Kontakt oss (contact us) * Blogg * Events (same as this one: <https://www.prohousing.no/>) |

Subpages:

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| **What products and services should have their own subpages?**  (for example:menu item about us 🡪  subpages: employees and history) | Om oss 🡪 Ansatte (employees) |

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| **Are they going to have a news feature (aktuelt) visible at launch?** | Yes (blogg) |

Optionally:

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| **Describe more about what other content elements to include:**  (For example: activities/events, member info, privacy statement ect) |  |

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| **What is the main target group of the website?** | Everything within installation, electricians, ventilation market, everything within land-based indistry. Onshore. |

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| **What reaction after visiting your website should the user have?** | WOW-effect! Nice, tidy, stylish, eye-catching. |

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| **Are the website going to be translated into other languages?** | Yes, translated into English. |

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| **What is the goal of the website?**  (for example: incrase sales, awarness, represent the company online) | Increase sales, learn more about the company. They are a local company. Real Norwegian local business. |

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| **Tell us more about the company:**  (to propose the best solution) | Staffing agency. They want to reach carpenters/construction market. Industry and installation. Plumbers, electicians, ventilation market, industrial workers and welders. They want to reach the hard working people. It is important to show the poeple who visit their website that they are a real Norwegian local company. They are a little more special than a big company in this business. The website should be tidy and easy to navigate. |

**Timetable:**

Fill in deadlines:

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| --- | --- |
| 1. Presenting the design | ASAP |
| 1. Making corrections |  |
| 1. Approval of the design |  |
| 1. Receiving content and update design |  |
| 1. Final corrections |  |
| 1. Approval of the final design |  |
| 1. Making the website |  |
| 1. Publish | 1. November. |