



Final Web Design Project Documentation

By:

Basic Information

Name of website

Problem statement

In a paragraph or two, define the problem that this website is solving.

Solution statement

In a paragraph or two, explain how you think the website will solve the above problem.

Client information

State the name and contact email of the client to whom this website will belong.

Target Demographic

Estimated age range of target users

Estimated income of target users

Take an educated guess as to what sort of income your target users would have. This can help you determine what devices and browsers your users will be browsing with.

Reason why target user would visit the site

Take an educated guess as to why this target user would go to your site in the first place.

What the average user will expect from your site

Given the information in the previous questions, what expectations could you infer from that information. These expectations should be met in your design.

Design Dialogue

Overall 'Tone' of the Site

Using a list of adjectives, describe the overall 'feel' of the website. This should be appropriate for your target users, and the goals of the site. For example, 'clean', 'retro', 'grungy' etc. The adjectives you use should all be compatible with each other.

Colour Scheme

In a paragraph, describe the overall colour scheme you intend to use and how it conveys the tone of the site you described in the previous question.

Typography

In a paragraph, describe the overall typeface selection you intend to use, it should also help to convey the overall tone mentioned earlier.

Content and Media

Copywriting

Describe in a paragraph or two, how you will write or edit the content for your web site so that the overall goal and design is conveyed in the language used. For example, mention the level of language you will be using, as well as whether it is appropriate to make the text formal or informal in nature.

Media

Describe any supporting media you intend to use on your website and how it will further the goals of the project.

Business and Marketing

User Goal

Describe the most important task that your users will be performing on your website. For example: 'viewing my gallery' or 'finding my contact information'

Funneling

How you could potentially indirectly guide your users into performing the main task mentioned?

Social Media

Is there a social media platform that you could harness in order to help market your website?