UNIT 5—Client and Designer Part 1: Mock-ups

Step 1: Define Your Audience/Tone

Who will visit your site?

I work in Communications for a financial services company that is transforming the customer experience through technology. My site will be the main channel for telling that story and to educate, inspire and recognize internal associates.

Who are your competitors in similar industries?

Externally, our competitors are banks, credit card issuers, investment companies as well as tech startups that offer financial services, such as mobile payments, digital wallets and software/apps and apis that help customers manage their money.

Internally, we don't officially have competitors, but then again, the Digital / Tech team that I support should lead the enterprise and our lines of business (Card, Bank and Financial Services) through the change and that includes all areas from how we work (human centered design, lean startup, agile methodologies), and our workspaces (open, collaborative and configurable), to our technology (apis), our strategy/roadmap, and how we communicate all of the above.

What can make you and/or your product stand out against your competitors?

Not looking like a bank! Or something produced by Microsoft Office…

How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

All copy should be friendly and conversational, real, not jargon-filled or corporate-speak. One way to bring that to life digitally will be through greetings (hello, thanks for stopping by), questions (What if?), and the occasional emoticon.

What colors represent your restaurant/business?

Corporate colors are a range of blues and grays with some red, yellow and green for accents.

What images illustrate your message?

Images reflect our products, people / teams at work and events; for the occasional use of stock images that feature customers or products in use, the images should be warm, lifestyle focused rather than corporate (warm, family, home, small business, etc…).

Step 2: Define Site Structure

Ideally, the site will follow a setup similar to an agency or startup

What are the three-to-five pages titled?

Home / News
Our Journey
People, Places & Partners
Events
Contact Us

What will be the purpose for each? What should each page contain? Will there be textual content? Or just images?

HOME / NEWS

Features the latest headlines pulled in from each of the additional web pages.

Contains
- Logo
- Title = This week in Digital
- Feature story represented by a hero image with headline, brief copy and a 'Read more' link to the actual article
- Navigation to the additional pages
- Three columns divided into topics: Shipping News | Events | People, Places & Partners
- Footer with links to additional pages: Contact Us | Archive | Blog

In each of the columns is a news feed of 2-3 headline stories for the week by topic.

Each headline story should contain (there will be some exceptions to this list with some stories featuring just an image and a quote that links to the story.

- Image
- Title
- Pub date
- Brief intro copy or first line of the story
- Link to read more

OUR JOURNEY (MAY CHANGE TO "OUR WORK")

Designed as a landing page with defined sections devoted to **Our Work** (Images with links to product launches and pilots, demo videos), **Roadmap** and story links (with Timeline visual), **Awards** (Images, Links), **How We Work** (Logos with links to pages on Human Centered Design, User Labs, Innovation Lab, etc…).

PEOPLE, PLACES & PARTNERS
Designed as a landing page with defined sections devoted to **Meet Our Leaders**, **Associate Spotlights** (mix of videos and images with links to stories), **Team Profiles** (team images with links to profiles), **Where We Work** (map or location images with links to overviews).

EVENTS
Page with a **Calendar**, **Event Invitations / Descriptions**, **Recaps** (mix of videos and images with links to stories).

CONTACT US
Simple page with **Who We Are** (Images of Communications, HR and Recruiting team members); **Contact Links** (for email questions and story requests).