

Silicon Croft website: initial meeting with Maria Bell - 8th February 22

Introducing Maria

[Maria Bell](#) is Managing Director of [Mesomorphic Ltd](#), a Shetland based software development company that creates bespoke software for clients. Mesomorphic is a small team of six people. Maria described the company as a 'local employer for digital careers'

Information about Silicon Croft

Information about Silicon Croft is currently available on the Mesomorphic website. Although Mesomorphic is a founding partner, they would like Silicon Croft to have its own identity, separate from Mesomorphic.

Information is also available at the Silicon Croft URL: <http://siliconcroft.co.uk/> Maria mentioned that the site is not yet secure and suggested that a solution for this could be suggested.

A purpose of Silicon Croft is to raise awareness of digital opportunities. Its geographical reach encompasses the Highlands (north of Inverness) and the Scottish islands.

An underlying concept of Silicon Croft is the idea of a pipeline, which consists of three stages for Primary, Further Education and Higher Education (P5 to P7, S1 to S3, S4 and beyond). The pipeline categories are also known as Plant, Cultivate and Grow respectively.

The site

The site should be 'fun and engaging'

It will cater for the needs of different visitors to the site (learners, educators, other stakeholders). Stakeholders include youth workers, teachers, church groups.

The site should be suitable for mobile devices as well as desktop computers / laptops.

The site should be clear and concise and not be overloaded with too much text.

Consider the site workflow: information should be easy to find ("just a few clicks away").

The site will be bi-lingual: there will be an English and Gaelic version.

Site visitors should want to actively find out about the three stages of the pipeline (Plant, Cultivate, Grow).

The site will cater for three different groups of people: Students, Educators, Other Stakeholders.

Maria suggested the site could be organised with either of these category sets in mind.

The site could include engagement videos and infographics e.g. to showcase data requested by visitors to the site.

The site will include links to other initiatives, but it should be clear that they are different to Silicon Croft. Examples given were Digital World Partnership, 'digital poverty', Tech for Good and [SDS Digital World](#), which includes videos of career opportunities.

The site will include links to LinkedIn and Twitter but not to Facebook.

Site Purpose

Visitors will find out how they can get involved with Silicon Croft.

The site should inform about the pipeline and cater for the information needs of different visitors to the site i.e. stakeholders, students and educators.

Visitors can request more information from Silicon Croft. They can also have a 'virtual cuppa' discussion.

The site will inform about events and developments to do with Silicon Croft.

Assets and Content

Currently, not a lot of content exists. This will be created in the future. Maria envisages requesting blog content from others. She will then load the new content to the site. Examples of general blog posts are available on the Mesomorphic site.

Maria has not yet provided any assets but can supply them on request. Please specify the format required.

Branding

Maria has supplied the logo, brand report and style guide. She is open to suggestions about the overall look of the website, however.

Similar sites

There are other local initiatives with similar aims: the Central Belt and Dundee have a number for example. Maria stressed that Silicon Croft should be seen as different to these. The initiative caters for a specific region of Scotland with its own talent, needs and identity.

Timescale

There is no cut-off date for the website, but Maria would be happy if the prototype were available by Summer. There are cut-off dates for your college project however.

Other Information

Maria is happy for students to contact her. She is also happy for students to share ideas and 'brain dumps'. She generally uses Google Docs to share files. Maria's contact details are available on the website.

Wireframes and prototypes can be created via Figma or other software / platforms, but they can also be created on sheets of paper. It was suggested that post it notes and pens were good tools to start planning a wireframe / website prototype.

Maria is happy for students to use the website they create as part of their own portfolio.

Advice from David Nicol (NB Communications)

Consider the audience

What are their needs?

What age?

What interests?

What devices are they using to access the site?

Where are they accessing the site from e.g. on the couch, on the move, in the office?

Consider the purpose of the website

Who is the website aimed at?

What do they want to do?

What do we want them to do?

What action do we want them to take?

How can we encourage them to take that action?

Layout

What layout options do I have?

What is the most relevant content?

Proposal content

Explain what you are going to do

Explain how you are going to do it

Create a wireframe

Think about workflow for each visitor: fewer clicks are better

Other things to consider

How do visitors get to the site?

Some sites follow up visitors with suggestions for further interaction e.g. by email