

Internet Design Principles

Assessment Three – Design Brief

Introduction

The company is a small photography and design business that wants to expand into an online space. They would like to have a website that displays some of their work and show potential new customers what services are available. This is a small company currently with an owner-operator with two other designers and support staff.

The company would like to offer a photography and design portfolio of work online to browse and preview. Additionally, this would link into services available and perhaps some price guidelines or the ability to enquire further with the ability to contact the business directly.

The company is based in New Zealand and is a local company operating for the past five years. However, once the business has an online presence, it is hoped that it would attract new customers from anywhere in the world.

The company is a modern photography and design company, offering premium design solutions for customers looking for a quality one of a kind product.

Current Solution

The business currently operates a physical office but does not have any online presence.

The New Solution

The business would like to create an online presence to grow their customer base and show customers what is possible when collaborating with their company.

The business operates as a premium design company. They are catering to businesses that are looking for a unique modern design solution for their business. The majority of the business's clients are larger companies happy to pay a premium for a professional no hassle rebrand.

The businesses key point of difference is that it is a small, boutique-style company offering high-end solutions. This type of business is unique and has very little competition in its local market but is currently unsure of able competitors online.

Because the business wants to ensure maximum exposure for its online solution would like the website to be accessible on a wide range of devices.

There is currently no scope of an e-commerce solution for the website; however, the owner may want to consider it in the future.

Budget

The business has put aside a budget of \$5,000 for the initial setup of the website. They are aware of the fact there will be ongoing costs and will factor this into subsequent budgets

Look and Feel

The website needs to follow strict design guidelines of the business. When completing the solution, the web designer will need to work closely with a designer from the company to ensure brand consistency. Current fonts, graphics and layout concepts can be provided to achieve this.

Content

The website should contain the following:

- Home page
A sleek black and white minimalistic style home page displaying the hero artwork and basic information this page should be more a work of art rather than a functional page.
- A portfolio or gallery displaying a selection of the businesses work
An ordered layout for displaying images and artwork completed by the business.
- The ability to contact us for further information
A page dedicated to our location contact details and messaging form
- A designer blog
The company wants a stylish blog page to add up-to-date information about the company, its projects and its designers.
- An about us page to engage potential new clients with an in-depth company profile.

Technical Requirements

The business requires all aspects of the domain purchase, hosting, deployment and maintenance to be provided for this solution.

Digital Marketing

The business would like to launch its new website with a range of marketing campaigns designed to promote awareness of the new website and attract new customers. This would include, but not limited to, social media campaigns, search engine optimisation and email marketing.

Offline Marketing

The business would update its current material to include the website. Businesses cards to be updated and advertisements to include the website address.

Conclusion

The business would like to have a full proposal documented and presented to show how the site will be built, the general layout, times scale, initial and ongoing costs.