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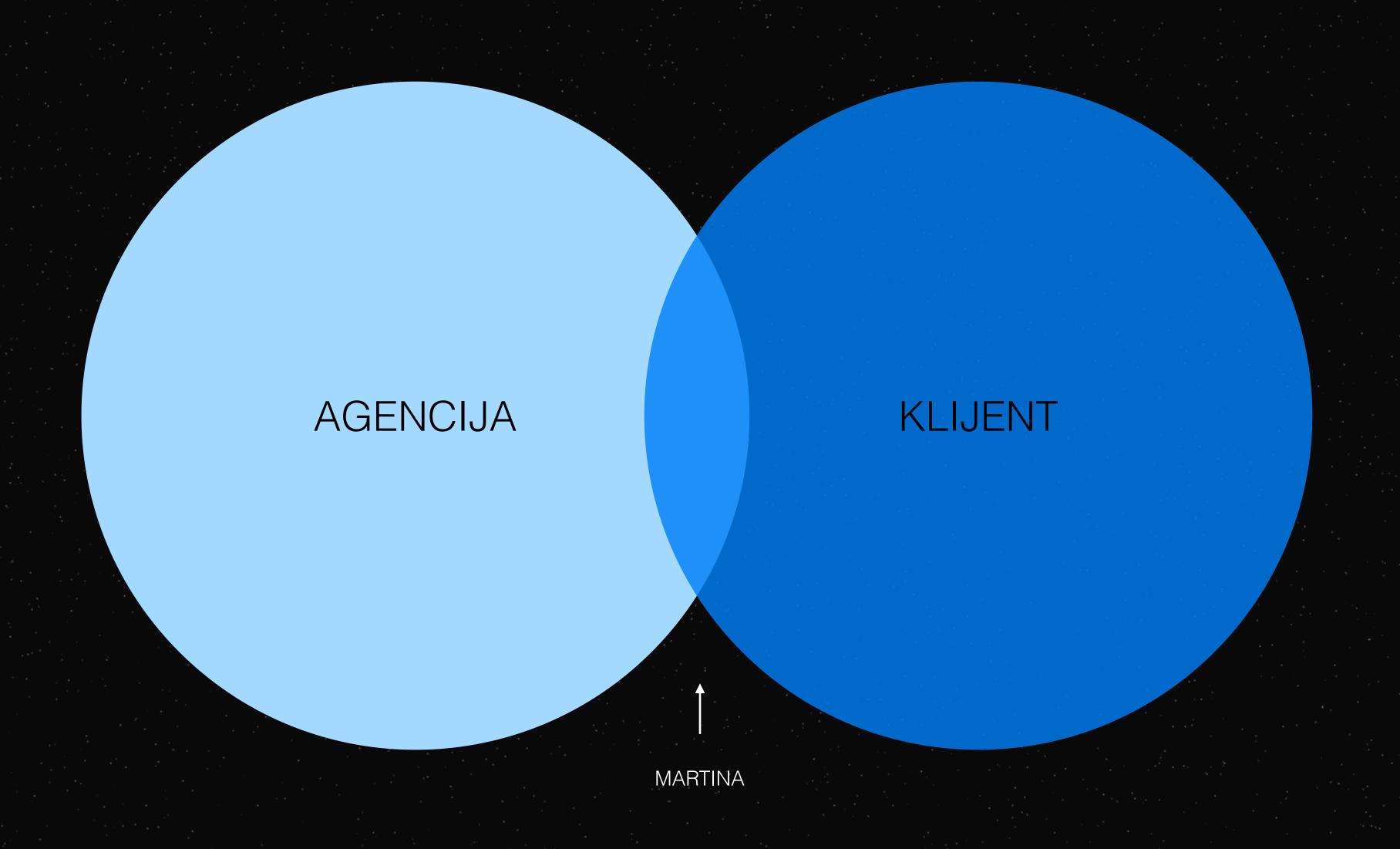
Martina Šestak, Bornfight

## ŠTO KLIJENTI

- ZNAJU
- MISLE DA ZNAJU
- ŽELE ZNATI

### OWORDPRESSU

## SIBAIEG 6 PARILERS II PS



Account Manager Project Manager Producer Business Developer Consultant Designer Developer Head of...

### Klijent



# ŠTO KLIJENTI (NE)ZNAJU O WORDPRESSU

" We need to consider platform stability and upgrades, WordPress development is mostly community driven therefore it won't be suitable for us.

-Klijent

"We don't currently use any CMS. Our site presently is static pages hosted with Github Pages. We would implement a CMS for the blog. Open to using a CMS for the rest of the site, but need some advice here on cost/benefits and what content we would want as editable via the CMS.

" Koristite li frameworke unutar Wordpressa ili se WP adaptira ovisno o potrebama klijenta?

-Klijent

"Wordpress with woocommerce is somewhat of a risk from security standpoint. Shopify's enterprise solution takes care of all such concerns, being a cloud solution.

-Klijent

" Da li je WordPress dovoljno intuitivan za ljude koji su stariji nemaju visoku razinu tehničkog znanja?

–Klijent

" Ako CNN koristi WordPress, onda bismo i mi.

—Klijent

" Wordpress će nam usporiti page speed.

—Klijent

" Na čemu mislite raditi web?

—Klijent



# KLIJENTIMA PRIBLIZITI WORDPRESS

### 1 QUESTIONS

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### WEBSITE BRIEF

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Welcome to the briefing phase.

This is the meet crucial phase of any poleetial cellaboration as it includes levalvement from both

ends - client's and Barrflight's and sets the cirection for the whole project.

The kelter we define and articulate your needs, problems and background, the more precise the project estimate and suggested strategy will be.

### GENERAL INFORMATION

### About the client & background

- Tell us a bit about your business and industry? (who you are, what do you do, etc.)
- Tallius a little bit about how you operate (conduct your business) as a company?
- How big is your company and who makes the decisions? (how many pecole, who is key contect person, who is decision maker.)
- What is the vision and values of the company, how do you communicate them to the different audiences?

### out the inquiry

- How some you decided to create a new website? (reasons, motivales)
- Do you already have some plans for the activities around this project?

### About cellaboration and expectations from Bornfight

- How did you find / hear about us?
- Why have you contacted us?
- What do you expect from us?

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### PROJECT SPECIFICATION

### About the webs

- Do you currently have a website? (provide a link to your surrent website and tall us what do
  you like and dislike about it)
- What are the main goals of the website? (for example, increasing conversion or equitorsies.)
- How do you selective the mentioned goals / problems new? (how are you currently handling the mentioned problem).
- How do you want to position yourself with the new website? (how would you like to be perceived by your rarget)
- What are some important KPIs for you, what in your mind would represent a successful.
- project? Are there any specific quantitative/qualitative results that you expect
- Do you have any data on your current site that you can share (Google Analytics, HoUar...) or commens/feedback from users?
- Who are your competitors? (write down your three major competitors)
- What makes you different from your competitors\* (describe your unique sales proposition)

### Target group

- Define your target groups and prioritize them (if there are more groups)? (describe your target groups - who they are, what they do, how old they are)
- How will your target group find your website? (De they use geogle search, link through from social-media or other scientific websites or based on meetings/bonterences etc)
- Which key 'problems' does the website scive for users?
- Which markets are you interested in? (deline markets your business is focused on)

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### . .

- Do you have an idea about the content stredure you would like to present on the watsite? (number of products, services, info about the company, etc.)
- How do you see the new website changing in the 6 to 24 months? For example you den't have a bleg section at this moment, but you are thinking about adding a blog section in the fixture or adding new products or services...)
- Do you have defined brand guidelines we would need to follow and how fieldlike we are in it implementation? (in the terms of colors, logo, appopraphy, illustrations, communication)
- Are there any specific web forts that you require?
- Would you like to have more toxual or visual elements on the website?
- Do you have your own gallery of photographs that needs to be used for the site? If not, are
  you planning to allocate a budget for photo shooting or you would like to use stock photos?
- Can you make a list of websites (beachmarks) you like? (reference 3 websites and tell as what you like about there > information structure, overall look & feet, transitions...)
- Would you like to have illustrations and bons on the website\* (Phrase attach examples you like in terms of bons, illustrations, animated illustrations, etc.)
- Will there be any video materials on the new webste?
- Who will be responsible for creating the content for the website?
- Will your target use the website more efter via mobile or desktep devices? [that will diciate
  the design direction]

### Frontend & Backend development

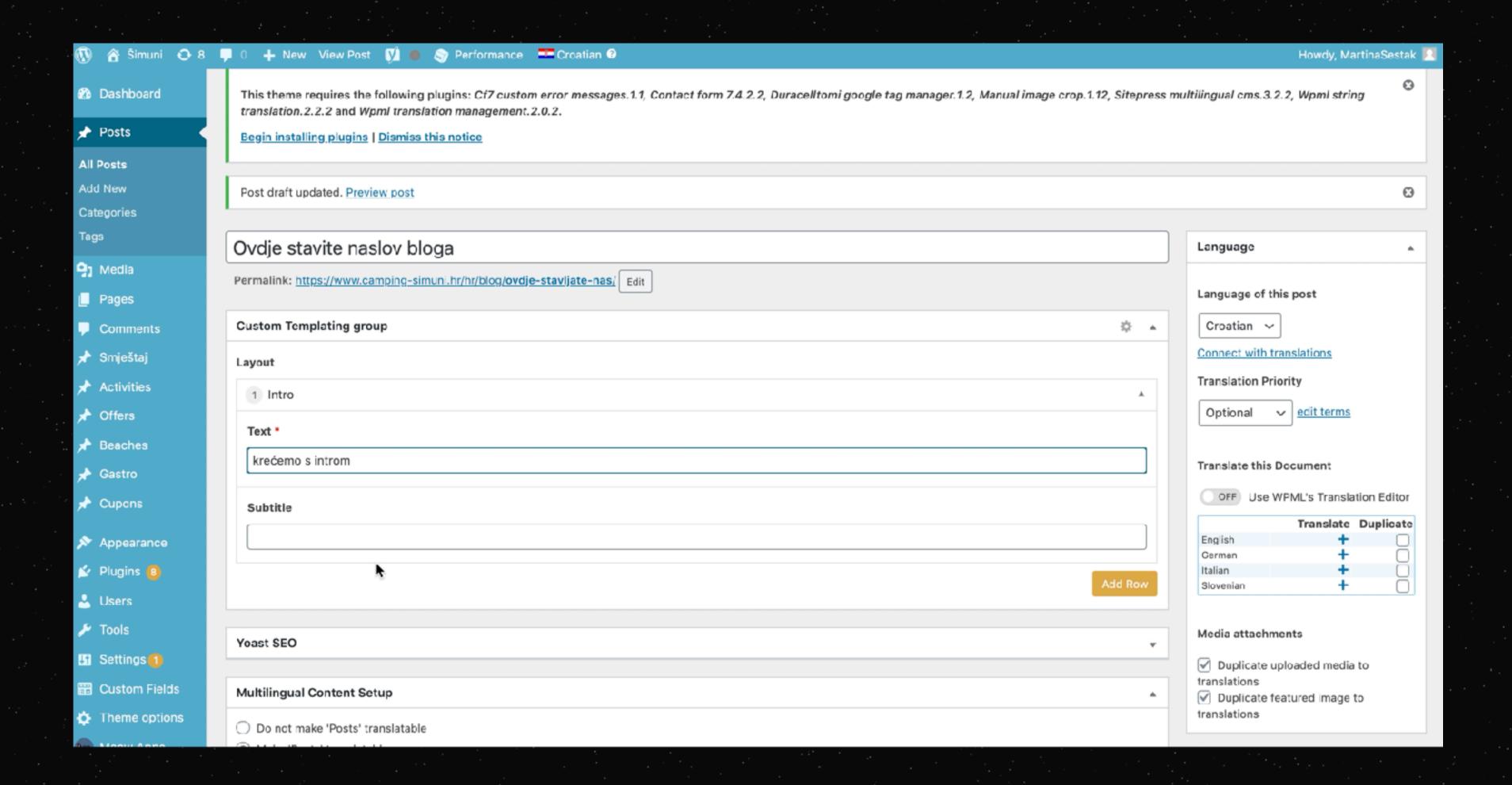
- What kind of transitions (dynamic & interactivity) would you like to see on the website? (inction design - horers, passifar, prejeater, pop-ups...)
- Would you require the possibility to edit and acd cornest by yourself (cornest management system)?
- What kind of testures (list of functionalities) have to be implemented? (e.g. interactive map, chat, that visualization, user profiles, payment <u>cultilanguage</u>.)

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### 3 WALK-THROUGH



### 4 REFERENCES & COMPETITORS



# Plugins Custom fields Permalinks Widgets Community cPanel

"Final product = sum of experiences who build the product.

-Kene Udeze, UX designer in Booking.com

# THANK YOU! QUESTIONS?