Unit 5

Step 1:

Role of client

* Who will visit your site?
  + ‘freedolph’ is a design agency, so potential clients would be people who are looking to build simple and responsive marketing websites.
  + I’m looking to mainly focus on f&b industry (restaurants, bars, burger shops who have no main restaurant e.g. bleeker street burgers but have strong social media presence, coffee shops etc.)
  + But I am also open to fashion commerce websites, iOS phone apps designing etc.
* Who are your competitors in similar industries?
  + Here are a list of possible competitors (also inspiration!)
  + Apparently this is one <http://www.fatmedia.co.uk/restaurant-website-designers/>
  + This is a much better one! <http://www.propcom.co.uk/our-work/hospitality>
* What can make you and/or your product stand out against your competitors?
  + Use of animation and the simplicity of the product
  + Possibly sections showing a variety of skills set such as the use of images, texture (idk don’t worry too much about this)
  + The company will ensure top quality work via good client communication. The website designed for them should represent what their business is about from all its aspects and should represent its culture.
* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?
  + I think that communication should always be somewhat formal but it should also be friendly enough so that the client will be comfortable in telling me their doubts and feedbacks.
  + I want to make sure that the client is always accessible to us so the contact me link should be very simple and easy to use.
  + The website in general should be easy to go through for the client to understand what I am capable of.
  + Lots of bold fonts and minimalistic images (idk why but I like clean looks?)
* What colors represent your restaurant/business?
  + Blue (it’s a dolphin), grey, black and white but I’d like the images to have color. I picked a monochromatic tone for fonts and nav etc. so that the images that will be chosen later will sort of pop out more.
* What images illustrate your message?
  + (don’t have one yet unlike the sample. Sorry! Feel free to get creative but it’s basically going to be a dolphin jumping from point A to point B and then the words ‘freedolph’ would pop up)

Step 2:

Questions as a guide to provide designer with additional context by describing the hierarchy and flow of your site

* Imagine your site has two pages, a home page and one other page of your choice (about, contact, gallery, etc.). Would the design remain constant across both pages? How so? How would the design differ?
  + I’d like the homepage to be simple. A nav bar at the top that can hide and appear again (it’s okay I don’t think we’ve learnt this bit yet), a big background picture where the animation/header will appear in the middle.
  + Maybe an ‘enter’ button on the bottom or just a simple para on who we are and what we do e.g. ‘we’re a design company…’
  + The next page will be the first link of the nav so the links on the nav bar should also be accessible via scrolling the page down (I hope that makes sense)
  + I think it’s best to design all the subsequent pages similarly/same just so to incorporate this idea of hierarchy but basically what I want is the header on one side of the page e.g. ‘about’ and the information or paragraph on the other side. This should be consistent for the other pages ‘work’ and ‘contact me’ as well.
  + However, it’s fine if you think there are more creative means of showcasing this. It is not necessary for all the pages to be structured the same way. The main point is that the website is easy to access and go through.
  + The hardest bit would be the ‘work’ bit where I am not sure how I want my work to be displayed yet. But since I don’t have any projects yet you can just put fake screenshots of stuff.
  + Nav bar should always be at the top and never changes!!
* Make sure to clearly describe the name, look and purpose of each page
  + About
    - Title
    - The process and philosophy
    - Who I am and how I got started?
    - Could be two columns where one column has the title and the next column has a image/background image and the text
  + Work
    - Title
    - Again, could follow ‘about’ but different work could be displayed differently. So for example, there could be first a section with different links e.g. ‘restaurants’, ‘bars’, ‘coffee shops’
    - And each link will showcase like an instagram ish display of each example?
    - Or it could follow the above and have one column on the left titled ‘work’ and the other side where I can just scroll down and see the different screenshots
  + Contact
    - Title
    - Links to different social media sites (I’d prefer this to be icons)

Let me know if you need anymore information or if you think I’m confusing!!