



## Primitive Web Client Pre-start Guide

### Step One – Intent & Purpose

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Forget about design or functionality for now. Before you even consider these you must be clear on what you wish to achieve. What do you want to do and what is your purpose?

#### **Outcomes may include:**

- Establish a basic online presence
- Generate leads and income online
- Support offline marketing
- Sell your products/services
- Develop a promotion & marketing tool
- Network & build mailing lists/subscribers
- Build a portfolio or showcase your work
- Enhance your reputation and show your expertise.

#### **Why?**

Design is creation with intent. The aesthetics and technologies that can be applied are important yet intent is the foundation of any successful project. Failure to clarify this in your own mind can lead to a waste of time and money.



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## Step Two – Rough Notes

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Jot down a couple of sentences before you put any more thought into the project. These can be very rough and are likely to change after you have done a little research.

### **You should include:**

Your Company: What products or services do you offer?

Values: i.e. service, quality products, value for money etc.

Perception: i.e. Friendly, family, luxurious, trendy, secure etc.

Distinction: What is unique about what you offer?

Mission Statement: A brief sentence, what you aim to achieve as a company.

### **Why?**

This helps clarify your message. By doing this now you give yourself the chance to develop and improve on these key properties, adding or amending points which you may initially forget or overlook. This way when it comes to the final design you'll be communicating what you really need to say.



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## Step Three – Just Browsing

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### Competitor web sites

First off take a look at your competition or companies in the same industry. Make notes of these sites and comment on what you like and dislike about the design, layout/navigation, functionality and the sections/pages they all have.

### Other web sites

Note down a couple of random web sites from any industries and make similar comments.

### Why?

Just do it and stop asking so many questions.

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## Your Notes – Scribble Away

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