

Web Site Design Philosophy

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We believe good web design is a convergence of information that is logically organized, visually appealing, and guides visitors to points of sale or important resources and information.

- I. Sound web design follows from a site with a logical structure. The organization of information in a web site ultimately has the greatest impact on how long visitors will stay at the site, and what they will do while they are there.
 - Any site with more than a handful of pages should be broken into a hierarchy based on the logical organization of information.
 1. A hierarchy makes navigation easier for the user, with consistent navigation buttons and addresses that logically reflect the user experience.
 2. A hierarchy also makes site maintenance infinitely easier, by setting up an established, uniform framework within which information can be added and removed as necessary.
 - The top layer of a site's structure should be accessible at all times (navigation bar or header, etc.), and the layers below it should be clearly laid out in menus.
- II. A visually appealing site is critical to keep visitors at a site.
 - The visual appeal of a site should be a positive reflection of the site's brand. Even for non-profit sites, this is critical, since a consistent, attractive brand is reassuring to visitors and builds trust in the site.
 1. Logos are often a good starting point, since they are a direct representation of brand.
 2. Color (often taken from logos or primary images) is the foundation for all the other design elements in a site, since it also directly reflects the site's brand.
 3. Images, including buttons, header and footer graphics, etc, are also a reflection of brand, and are the most powerful way to build a strong sense of what a site is about.
 - The layout and visual organization of a site are just as important as its look. The visual organization of a site should reflect its actual organization, seamlessly connecting the points of view of the site owner and site visitor.
- III. Profit points and important information should always be easily accessible.
 - Visitors need to be guided! A good site will point a visitor to a desired location in a logically suggestive way.
 - Points of sale and other critical destinations should be reasonably visible from all points within a site. This visibility must not detract from the user experience; instead, it should be arranged so that a visitor notices the destination or point of sale just as they were thinking they might visit it.
 - When appropriate, information at these points should be organized sequentially, to lead a visitor carefully through the process of retrieving information, making a purchase, filling out a form, etc.

- IV. We lead each client through the process of designing (or re-designing) a web site by taking into consideration all the above points. Our web design process includes an open feedback loop; we take the time to gather information about you and your business before we begin, and regularly check in throughout the design process.
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If you have any questions, please feel free to contact us by visiting:
<http://www.quakerconsulting.com/contact.htm>.