

Website Design

clean, modern, fast, effective It's all about your business and the user

Whether a brochure style site or a complex e-commerce system, your website is an extension of your business and exists to service the wants and needs of the user.

With any website we produce our first step is to ask 'who are the audience?', and 'what is the purpose of the site?'. We then assess certain fundamentals of your business including strategies and goals, branding principles, your competitors and your existing marketing material.

We then look at the users in terms of who they are, how they will want to use the site and what they will expect from the site. It is at this point we're in a position to start thinking about website design.

This may sound like a lot, but it paves the way for a successful project. With these understandings in place you can be confident that we understand and appreciate what you want to achieve from your website and that everyone will be excited with the result. The Good Web Design Manifesto

Every project is unique, but across them all there are some fundamentals that we religiously adhere to:

- Make it easy and intuitive to use
- Don't make users think or test their patience

- Make the message and intent clear
- Make it fast

- Make it look great
- Utilise established web conventions for layout, navigation and function

- Comply with web standards and ensure browser compatibility

- Make it search engine friendly