chapter 3 - Designing to Sell

Design of commercial Website has only 1 purpose:
    assist visitors thru the sales process
    Graphic artists say design = crucial element
        of establishing branding recognition +
        showing uniqueness
    Technical support staff think design =
        used for current customers to quickly get to
        support area of site
    Non-profit might view design as means of
        displaying documents of Research +
            treatment options in prominent place
    In all cases, accomplishing these goals thru
        effective design eventually → more revenue
    Design Elements: branding
                colors
                fonts
                graphics
    Pull these elements together in site layout
        in a way to make best use of important parts of page
    Plus - follow tips to make site easy to use
    Test your site's usability!

I. <u>Branding Your Work</u>

50   Simple concept to understand but
    painstaking process to implement

  A. Def. - Branding = getting prospect + repeat customers
      to see + remember your product as
      the only solution to their specific problem or need
      = accomplished by creating a logo
                  establishing corporate identity
                  product packaging
                  advertising
                  bonding c customers
                  establishing loyalty

    every word you write
      + every image you place on website
        can help you build visitor's perception of you
        as a leader in your field
      People buy from leaders + innovators + followers

  B. Creating taglines + slogans
    = short phrases that convey imp ideas to customer
    Tagline - create before logo design begins
      meaning of tagline has influence on logo design
      create one that mirrors your branding image
    Ex. rhymezone.com + morewords.com - rhyming words
    Slogan - different : changes depending on promotion

C. _Developing a branded logo_

51   Good logo (meaningful) = virtual ingredient

       Helps communicate a lot about bus.

       People immediately rate elements of business

         level of professionalism

         ability to create or innovate

         enthusiasm for your product

         level of traditionalism

         attention to detail

People associate words to business based on

       appearance of your logo — funny, floating

Have logo to identify bus. — + for each product

52   Ex   TheAccidentalLawyer.com

       ContractersAccess. com

       monkeybizness. com -where kids monkey around ^{tagline}

Each paints a memorable picture

    Branding = creating something that remains

      in people's minds

Professional designers - best resource

    Takes time To conceptualize + create

    Hold a contest : http: 99 designs. com

    www. 1800MyLogo.com $289-399

D. Creating consistent look with CSS

53   Designs look diff. depending on browser + OS
        But - consistency is key element when
            branding your site
        CSS is the common thread to consistency so
   1. larger fonts + appear too large
   2. smaller letters + unreadable
   3. text + other elements have consistent look
54   4. Rows + columns appear same W and H
   5. Spacing bet. images + text = same
   6. Border colors + thickness = identical

II. Styling Text on the Web
   Web visitors ≠ read text - they scan it!
        Scan for info + wait for something to catch interest
        Font size + type can work capture attention
   A. Font Size - test different methods, but
        ≠ get carried
   B. Font Type - Arial Verdana Trebuchet Georgia
            listed in order of popularity
      1. Arial - great for headings + subheadings
      2. Comic Sans - gives site an informal look
      3. Georgia - good all-around font for screens
            with easy-to-read text for primary content
            + italics
      4. Trebuchet - also good all-around, but only
            in standard 10, 11 it point or larger 18, 20 it
      5. Verdana = most readable font overall
            but #4 is increasingly popular

III. Using the Right Colors for your Website
　　We'all make decisions daily based on colors
　　　Color sets the tone for website too

55　A. Considering what colors convey

> ✦ **Blue** (most popular) suggests honesty, trustworthiness, calming, and loyalty.
> ✦ **Black** displays authority, sophistication, power, elegance, and technical prowess.
> ✦ **White** symbolizes purity, peace, and youth: neutral and clean.
> ✦ **Red** excites with passion, energy, and excitement.
> ✦ **Pink** suggests innocence, softness, and sweetness.
> ✦ **Green** invites feelings of nature, growth, and regeneration.
> ✦ **Dark green,** however, implies wealth and conservatism.
> ✦ **Yellow** is optimistic and cheery, yet can come across as too dominating if overused.
> ✦ **Purple** is associated with wealth; sophistication; and mystical, spiritual tones.
> ✦ **Brown** is genuine, although it often emotes sadness.
> ✦ **Orange** conveys happiness, freedom, creativity, playfulness, and confidence.
> ✦ **Gold,** as you would expect, suggests expensive taste as well as prestige.
> ✦ **Silver** also emotes prestige but is cold and more scientific.
> ✦ **Gray** has a more corporate, somber, and practical appeal.

loyalty
...thiness, calming
...er, elegance,

ex. MyGoldSecurity.com
56　B. accounting for Color Blindness in a design
　　　1 in 12 visitors = color blind
　　　　Of these 90% have trouble seeing red + green
　　C. Using Web-safe colors
　　　Screens show colors differently – test 'em
　　　　on multiple screen types
　　　216 colors (of 256) = "safe"
　　　Today LCD monitors show 16m. color spectrum
57　　　But people are used to seeing the 216
　　　ex. visibone.com /colorlab – Pantone Matching System
　　　　all colors have red, green, blue – determine hue values

D. Combining colors for your Website

57 www.sessions.edu/career_center/design_tools/
color_calculator/index.asp

Tool helps you choose 3 colors based on color wheel

IV. Adding High-Impact Photos
Good design means using photos well
Describes company image
Describes outcome of using your product/service

A. Ex.
1. Product shots - group having fun at dude ranch
www.bitterrootranch.com

58 11. Interaction of buyer with product
2. Concept shots
selling perfume - couple getting close
coach. - parents spending more time c̄ kids
Create a positive outcome people will enjoy
using your product

B. Getting photos
1. Create Your Own
Take high resolution, crop+ correct, size + web
Optimize to display quickly gimp.org
2. Buy photos
a. iStockphoto.com
b. BigStockPhoto.com
c. Clipart.com

Warning - don't infringe copyright of others

V. Laying Out Content on Your Web Pages

59   Layout needs to complement branding
        while inspiring visitors to take action
           click on links
           progress thru content on page
   A. Identify a site layout design – use templates
        1. templatemonster.com
        2. website templates.com
60 B. Evaluating layouts with heat map application
        Need to know how visitor enters website
           where their eyes go
           what they see
        ex. feng-gui.com has free heat map tool
           1. Take screenshot of website
           2. Open Paint + paste into new doc.
61   3. Save screenshot as jpg
           4. Point browser to feng-gui.com – Browse
                upload jpg file
           5. Click Heatmap button
        Evaluation
           1. Are there areas of page where attention
                should go?
           2. What feature should I have in place
                where majority of visitors look first?
62   3. Is there anything visual about this page
                that is a huge turnoff + a reason why
                people may leave site prematurely?

Table 3-1		Why Visitors Leave Web Sites	
Category	Examples	How Long After Problem Noticed Do They Leave?	Reason for Leaving
Visual	Graphics don't line up. Graphics aren't consistent with content. Too much graphics with not enough content. Too many animated images.	Less than 5 seconds	Visitor believes content or product will be of less quality and looks for something better.
Textual	Headline isn't related to search results. Text is too hard to read. Poor grammar and spelling.	Up to 10 seconds	Visitor becomes skeptical that solution is genuine.
Functional	Page loads too slowly. Links don't work. Searches don't display results. Too many animated images.	Up to 30 seconds	Visitor leaves for fear of pop-ups, viruses, and loss of time.

62   The visual component is the first thing visitors see & most common reason why they leave in 5 sec.

C. Using the upper-right quadrant (URQ)

64   = first place people see when they arrive

Use it!

    Display what they want to do

    Eliminate buying objections

Important area, so test & modify often

1. Special promotion

2. Important company news

3. Testimonial or celebrity endorsement

4. Photo with recognized authority in industry

5. Award image

64 D. <u>Inspiring action with the horizontal nav. bar</u>
  Proper use of this = critical for ↑ leads + sales
  serves 1 purpose - get visitor to go to another pg.
  Determine what people expect to see
  1. Review competing websites
     Run heat map test
  2. Participate in forums - pay attention to
     categories + topics - can become web titles
  3. Know target audience - ask them
     what they expect to see
  Challenge - decide what action visitors
     will want to take - then feature them!
  <u>Tips</u>

65   1. <u>Location</u> - web sites usu. have banner at top
         logo on left, graphics in middle + right
         Put navigation directly beneath

66   2. <u>Type</u> - either buttons or text links
         Personal preference - but should be
            easy to view + identify
         Menu tree offers options
         <u>Goal</u> = get the click!
      3. <u>Number</u> - odd numbers work best
         limit to 7
      4. <u>Order</u> - Home on L, Contact on R
      5. <u>Words</u> - people like to do things
         ex. Search Products - View Events Schedule -
            Subscribe Now   vs Products/Events/
                                 Newsletter

E. <u>Choosing Scrolling over clicking</u>
   We're Happy to scroll when page provides
     what we want
    Valuable content inspires people to scroll
     + consider all the details they need

F. <u>Attracting attention with arrows, buttons</u> <u>more</u>
  <u>specific elements on Web page</u> encourage visitors
     to take action
   1. <u>Red arrows</u> – instruct people what to do
    = courtesy, guiding them where they want to go
   2. <u>Guarantee Sections</u> – graphic part brings attention

68   3. <u>Outlined text boxes</u> – sections break up
     long content · outline defines, draws attention
   4. <u>Online text links</u> = underlined + blue

E. <u>Promoting specials in the right column</u>
  sales
   new product launch dates
   advertising – most beloved affiliate products
  Ex. legalwiz.com

IV <u>Completing the Web site Pre-Flight Checklist</u>
  Collect info on these 25 top items when
   presenting project to Web designer for price quote

Completing the Web site Pre-Flight Checklist

Just as you would want to crunch numbers and run what-if scenarios before launching a new company, you want to put your plan to paper for your Web site design as well. Collect information on these 25 top items when submitting your project scope to a Web site designer for a price quote:

✦ Company information, including name, address, phone, and e-mail

✦ How long you have been in business

✦ The primary goal of your business (what you sell)

✦ A description of your business in 25 words or less

✦ A list of three groups of people that might benefit from your product or service

✦ Your branding slogan

✦ The main domain name for your Web site (I use www.uownitdomains.com to search for available domain names and then register them.)

✦ A list of at least three Web sites you like and what you like about them

✦ A list of at least three Web sites you dislike and what you dislike about them 7

✦ A list of at least three competing Web sites

✦ A description of your potential customers' demographic profile, which you can find by searching www.quantcast.com for a high-traffic Web site related to your target industry

✦ Whether your potential customers are Internet savvy or technically challenged. (You learn this by attending seminars or networking events where your target audience is present and talking with them.)

✦ What you would expect if you were one of your potential customers

✦ The goals of your Web site (sell product online, generate leads, and so on)

✦ Whether visitors ever need to print pages from your site

✦ What the top navigation buttons will be

✦ What the left navigation buttons will be

✦ What special features will be displayed in the right navigation area

✦ What should be included in the footer of every page of the site

✦ Whether you will supply photos, or whether the designer should include photos in the quote

✦ Whether you will supply content, or whether the designer should include copywriting in the quote

✦ Whether you will supply a logo, or whether the designer should quote a price for logo creation

✦ Whether the Web site will require an online shopping cart

✦ Whether you already have an Internet-capable merchant account

✦ Whether there will be an online newsletter signup form on the Web site

VII. <u>Designing for Optimum Usability</u>
Programmer + designer are equally responsible
71 A. <u>Incorporating usability standards</u>

✦ Have all links on the site been tested to be functional?

✦ Is there a <u>CSS file</u> containing all font sizes, color, and table border details?

✦ Is <u>alt text (alternative text) used for all images</u> that have a possible description?

✦ Are <u>links descriptive</u> of what the user will see on the landing page?

✦ Does the site operate similarly on multiple browsers, versions, monitors, and operating systems?

✦ Can the navigation be easily followed and understood?

✦ Are text links underlined and blue?

✦ Does <u>individualized metadata</u> exist on each page of the Web site?

✦ Is there a link to the homepage on every sub-page?

✦ Are the URLs descriptive of what will be found on each page?

B. <u>Testing live for usability</u>
Always test - multiple browsers
                  multiple versions of browsers
                  multiple screen sizes
                  multiple computer platforms
Invite people to location + have a focus group
72 1. Test each person on same computer
     2. Give each review a checklist of things to try
     3. Write their comments as they navigate site
     4. Don't say a word! Offer no assistance
     5. Share results with group at end — allow
        time for open discussion
     6. Be grateful for feedback you'll receive