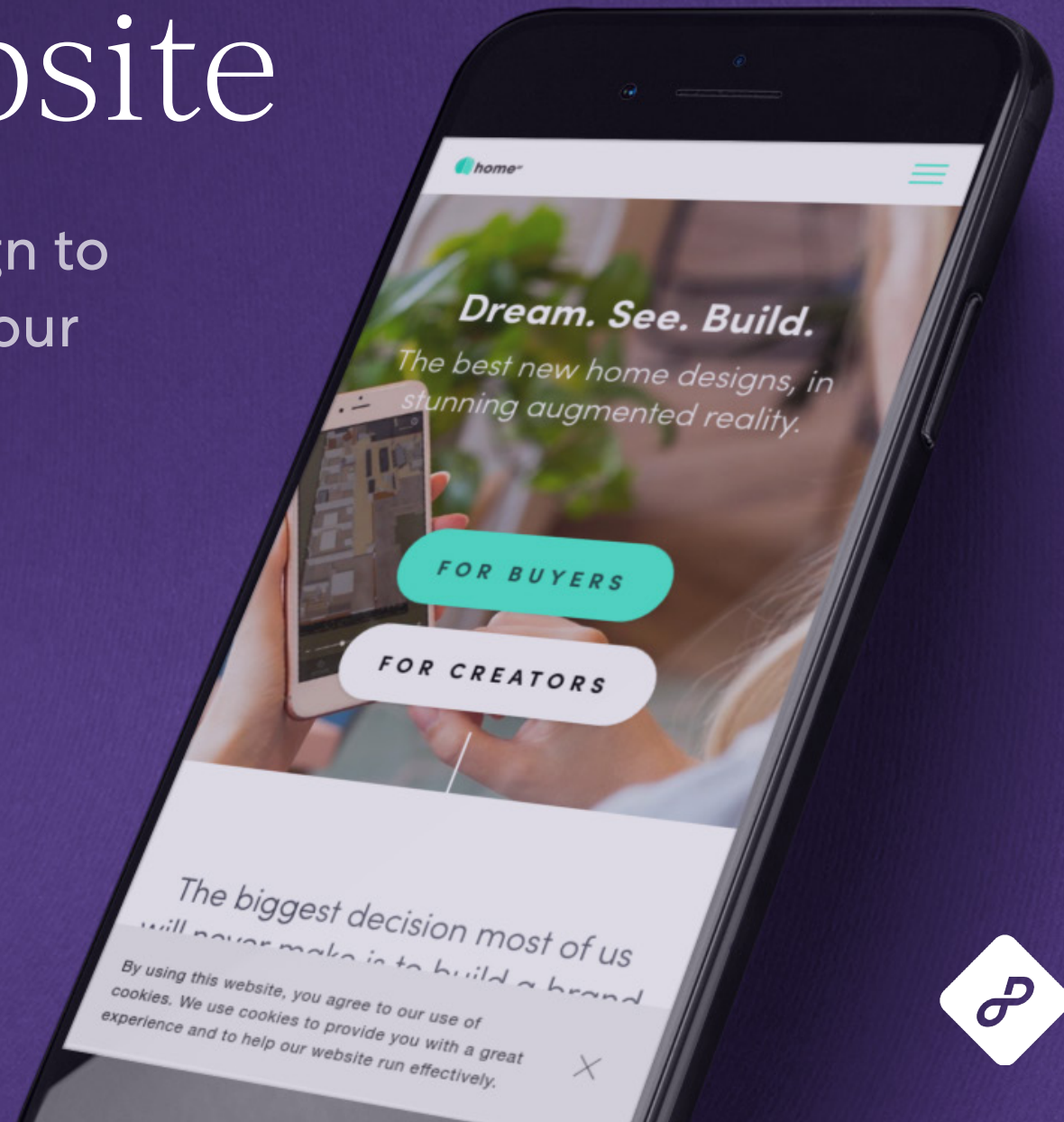# Five steps to create a kickass website

A quick guide from Pola design to help you get the most from your next website project.

Your new website starts right here.

At Pola we love designing great websites that grow your business and delight your customers. To make any site really hum we focus on creating great user experiences.

We have put together 5 key steps to ensure a great outcome and make your next website project a success.

It's a balancing act

BUSINESS OBJECTIVES

SUCCESS

USER/CUSTOMER GOALS

PERFECT
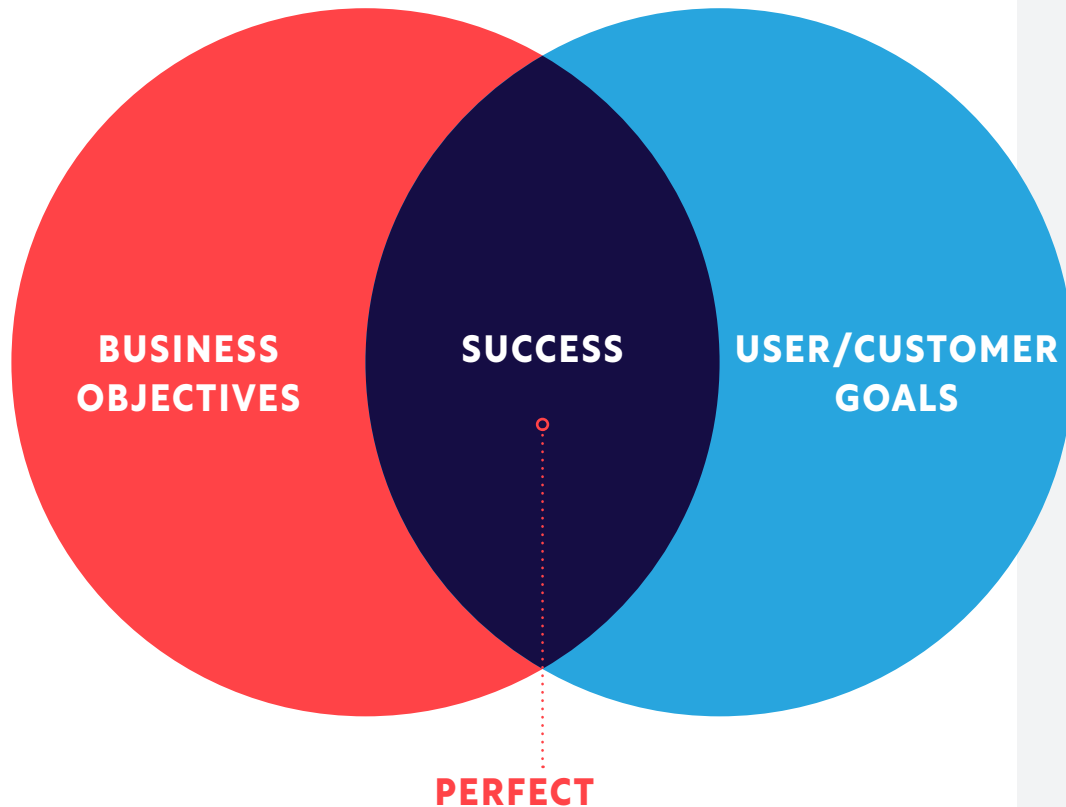
When your objectives match your customers goals its a win win!

Your business must have objectives for your website such as capturing email addresses for the sales team or promoting new case studies.

Your customers also have wants & needs to achieve, like receiving great deals from you or learning about work you have done.

When these all match up: you help your customer; they see your brand is helpful, useful and someone they want to engage with.

By always keeping this in mind you can create a website that does a great job, creates less work for you and brings customers to your door.

User Experience Design. Solid foundations for your website

We follow a best practice User Experience Design(UXD) process to define and create a website that meets both your business and customer/user needs.

Like a good building project it is created in defined stages, each one building on and extending the last. The final result is robust, refined, and a delight for you and your customers.

Surface
Brings everything together visually: What will the finished product look like?

Skeleton
Makes structure concrete: What components will enable people to use the site?

Site Structure & User Flow
Gives shape to scope: How will the pieces of the site fit together and behave?

Scope
Transforms strategy into requirements: What features will the site need to include?

Strategy
What do we want to get out of the site?
What do our users want?

Focus on your customers needs and your business goals

A great website is useful, easy to use, and delightful to interact with. All of this is achieved by understanding who your customers are and what they want or need.

Balance their goals with the objectives of your business to make sure you are creating value for everyone.

- Understand your customers
- Make a list of their common requests
- Make a list of their business goals

Content and features

Now it's time to focus on the types of content and technical features needed to achieve those goals.

Content includes things like text, images and video. If you can get these created professionally, even better.

Features are functional such as a contact form or image gallery.

- What types of content will help your customers?
- What technical features will benefit their business and customers?
- Prioritise these into must haves and nice to haves

Make your site easy to navigate

Structure is about the pages of your website and how they are organised. User flow means the links between pages that help customers progress towards their goal.

Your website should be structured in a way that makes sense so users can find content and move through your website with ease and in a timely manner.

- Organise pages in a logical manner
- Use clear simple page names e.g. About, Contact, Services
- Connect related pages with links for good user flow

4. SKELETON

Arrange your pages with care

Users typically scan web pages looking for specific content or the "next button" to click.

Your website pages should be laid out in a logical and consistent manner with content broken down into digestible chunks.
This will make your site easy, intuitive and fun to use.

- Make page layouts clean and scannable
- Create a clear hierarchy using shape and scale
- Use clear call to actions (links and buttons)
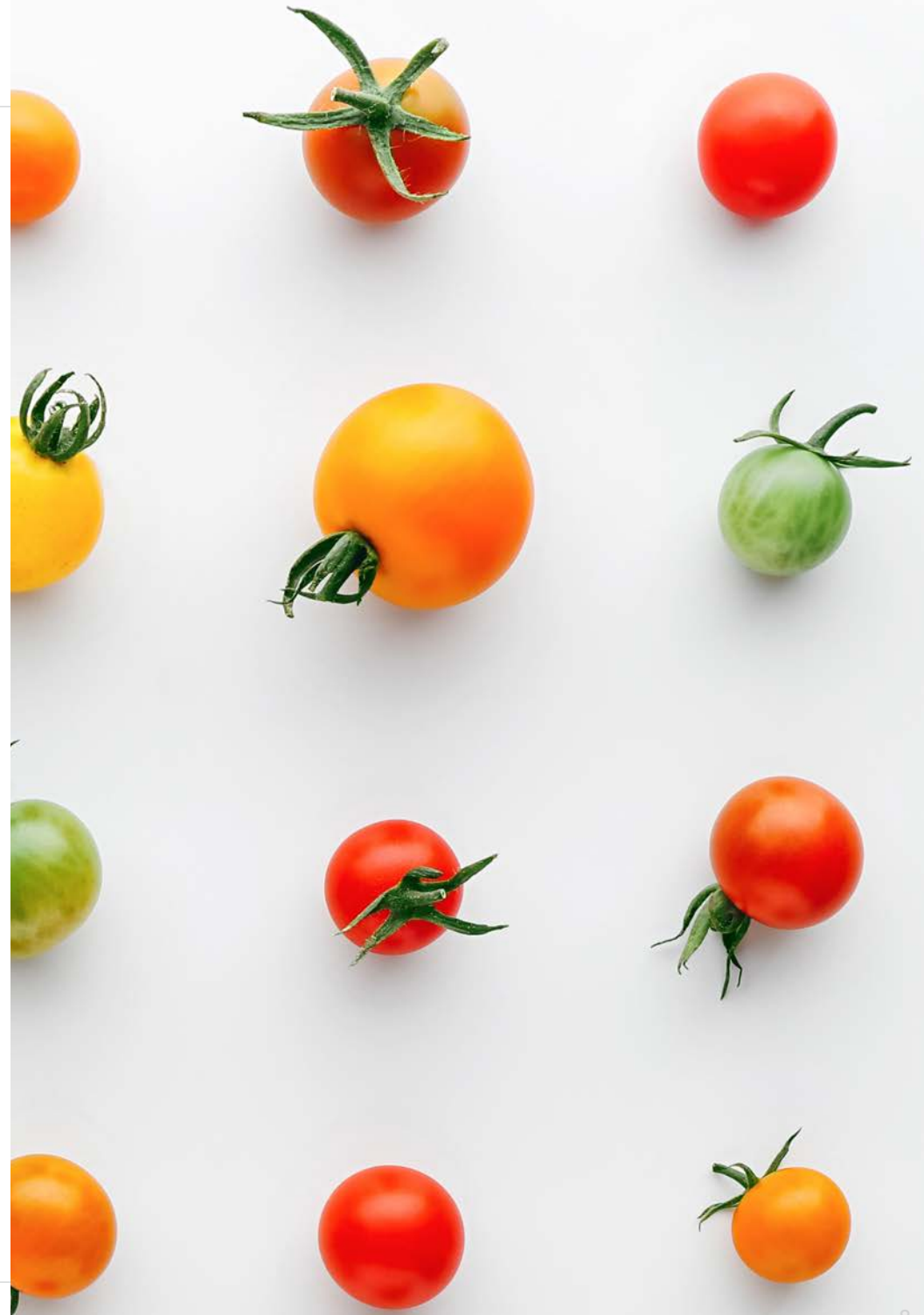
First impressions count so make them good

When a site is attractive, users inherently trust it more, and are less likely to leave.
A successful visual design does not take away from the content on the page or function, it should enhance it creating contrast, interest and flow.

- Your site will be the first impression a lot of customers will get of your business. Make it count.
- Your site should look attractive, engaging and unique.
- Don't just use a template!

Brent Dickens from Pola Design

Brent is a qualified designer (Bachelor of Design with 1st class honors) with over 15 years experience in digital design.

Brent has worked with a wide variety of organizations including Government, industry bodies, large corporates, educational institutes and small business.

"I love working with clients, designing digital solutions to their often complex business challenges"

VIEW OUR CASE STUDIES

www.poladesign.co.nz/work

ONWARDS

Next steps

Follow these tips to get on track and make your next website project a success!

Get in touch with Brent at Pola anytime for advice and especially if you haven't got time to do it yourself and to get your project on track.

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Thank you