

Learning Activity - Creating a Brief

Week 29

want you to take on a client. I then need you to have a meeting with your client and create a very detailed brief. This brief should contain all the information that will be needed to achieve the client's requirements.

Your brief should cover these sections:

- 1 What is the client's service/product?
- 2 What are their requirements?
- 3 What is the website's goal?
- 4 How are you going to achieve this goal?
- 5 Build the website architecture (so we can see what sections will be needed)
- 6 What is the design style that will be required?
- 7 What are your suggestions for marketing the site?

The brief should be good enough to hand over to any design/programming team and get a great result.

My client for this task is:

Mittanbud.no represented by Frode Ludvigsen Senior Designer.

1

Their product is a web service for people, both personal and businesses, who needs to hire a craftsman or other professionals, and receives tenders for the job. If you for example need to put up a garage or paint your house, you can register your job on our site, and then professionals who have the capacity gives you an offer.

2

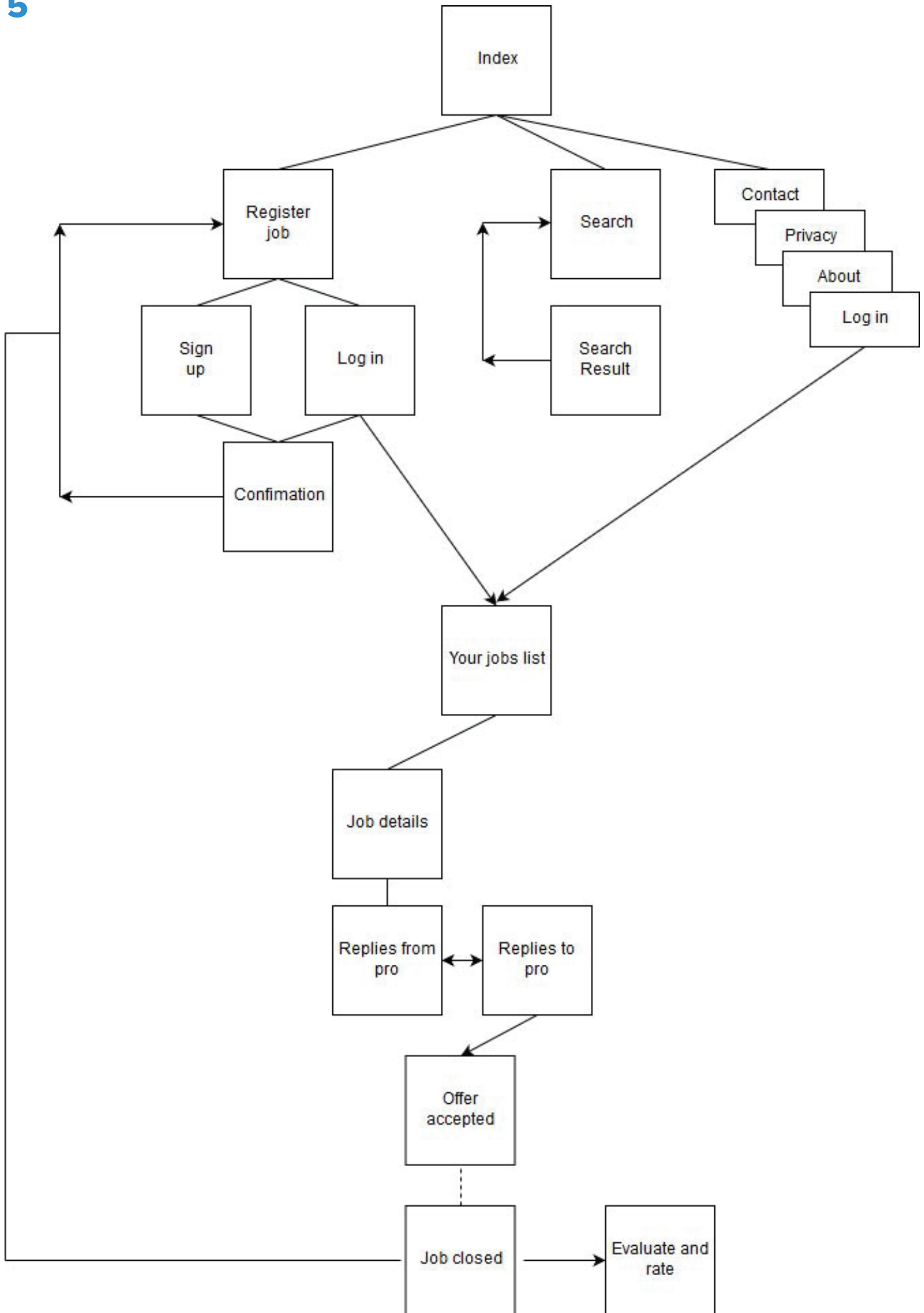
The site must be responsive, and work seamlessly on Desktop, mobile (even app) and tablet devices. It must be user friendly, fast and also have a nice and clean design that is easy to understand and navigate. We must be perceived as “serious” and professional. Being trusted by our users and paying craftsmen is crucial.

3

The website goal is to provide a solution to “everyday problems”, and to be the largest website that offers these services in a professional way. We want to be “top of mind” and the site everybody goes to whenever they want something done. We also want to have the largest database of craftsman, and user rating of these craftsmen.

4

In order to achieve this goal, I would make a site that feels trustworthy. This can be achieved by the correct tone and voice, and color palette. The use of user ratings is important for building trust, so I would place this high up on the page. I would also put a form for placing your tender request, in plain view so you don't need to search or scroll to find what you are looking for.



6

In terms of web design style, a modern, but conservative look is needed. In the style of flat design, or material design. It is important to keep it clean, so that the site will look and feel fast and simple. It may very quickly become information overload if there are too many options, and too much information at once.

7

The website is owned by Schibsted, it is natural to market the website within their marketing channels, like VG, Finn, Aftenposten and such. In addition, I would recommend setting up a Google AdWords campaign covering their categories, and perhaps setting up a blog with tips and tricks, both DIY and what to pay attention to when using pros. This would also link up to a FB page, with Facebook ad campaigns and Instagram.

mittanbud Logg inn Registrer bedrift

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