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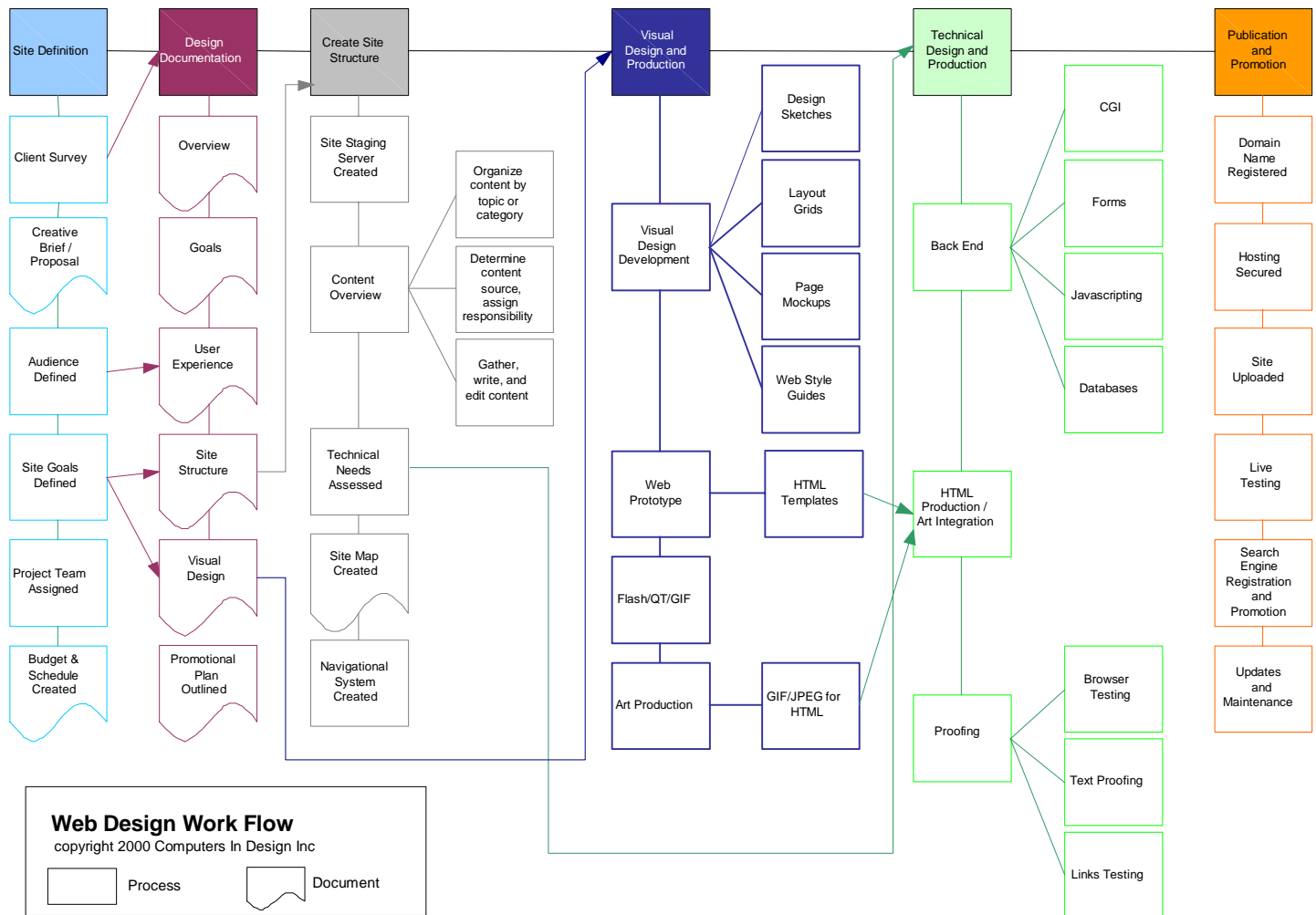
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Creating an Architectural Web Site

Creating a web site can be a daunting project. While it is possible to create a 'web site' in a weekend with the help of the kid next door and a copy of Your Favorite Inexpensive MY LITTLE SITE BUILDER, as in any design effort, the more care, forethought and planning that you put into the project, the happier you are likely to be with the final product.

The following diagram outlines the web site design workflow process we use in our office. This workflow process can be scaled up or down to meet the needs of a small or large site.



Step One

Defining the Site

Understand and Outline Your Goals

Why do you want to create this web site?

Marketing?

Online Portfolio

Everyone Else Has One?

Special Content?

Serve a Certain Community?

How much money do you expect to make from the web site?

How are you planning on accomplishing this?

How much money do you expect to save through the web site?

How are you planning on accomplishing this?

What is your budget to develop and maintain this site?

What audience do you anticipate for this web site?

Describe a typical visitor

What are they going to be interested in looking at?

What do you want the visitor to do while they are on your site?

Write some visitor scenarios

Sample Visitor Scenarios

“Joe is a senior CAD operator at a local architectural office. He is searching online for new job opportunities. He can view *DWF* files in his browser, and has a high-speed connection. He will be interested in looking at the details of CAD drawings. He will also want to read about the firm, employees and employment opportunities. He will need to have a way of contacting the firm about his potential interest.”

“John is evaluating several proposals from local architectural firms. His buddy mentioned your firm over cocktails and told him how happy he was with the work you did, and how you have featured their new office space on your web site. John goes home, logs on, and wants to check out your firm. He is using his wife’s computer. No one has upgraded any software on it since they purchased the computer, and he uses

AOL to connect to the Internet. He needs to see images of projects like the one he is considering, and the ability to fill out a form to get more information.”

Step Two

Determining & Organizing Site Content

Textual Content might include

Mission statements, design philosophies, firm history, academic papers, bios of employees and principles,, information about specific projects, employment opportunities, descriptions of services offered etc

Graphic Content might include

Logos, photographs, hand renderings, CAD drawings, and computer-generated renderings

Content needs to be organized and visitor paths through the site need to be scripted

Site navigation and site architecture needs to be determined

Site content chart is created

Determining Technology needs as dictated by Site Definition

Bulletin boards, chat rooms, databases, interactive forms, multimedia presentations

Step Three

Site Implementation

Creating *HTML* Templates

Programming

Creating the Visual Elements

Writing Text