

WEBSITE DESIGN BRIEF

BUSINESS OVERVIEW

Business Name: Heat2o

Business Outline/Overview: We Design and install Hydronic heating, Hydronic Cooling and Solar thermal systems. We provide services to home owners, Architects, Designers etc

URL/Web address: www.heat2o.com.au

Do they have an existing site: Yes

Client contact details to be included on their website:

sales@heat2o.com.au Ph 0466533983

STAGE 1: DEFINE PURPOSE OF WEBSITE

Explain what you hope to achieve with your website:

Our website is the place where most of our clients will first find us and learn about the products and services we provide. I am looking for a professional design (giving the feeling of a big company)

Identify your target market – who are they, where are they, what do they need?

Our target market are builders, designers, home owners, Architects and commercial entities

STAGE 2: WEBSITE DESIGN

Task: Design a website

Website Style:

Clean, professional website. Not too busy (I don't like websites that you get lost looking around)

Colour scheme:

Logo is orange and blue – will discuss with designer

Include:

Facebook and twitter link

List some websites you like and why (please include URLs so we can view them)

www.urbanenergy.com.au - This is a company that provides solar design and solar systems to us. I have included this link so that you will see an idea of a website that is for similar products and services.

www.h2oheating.com.au – I don't mind the layout of this home page with the scrolling image.

RESOURCES:

The following items will be supplied along with the Development Brief:

Logo,

Stage 3: BUILD WEBSITE TEMPLATE

NAVIGATION: Menu Structure:

- Home
- Profile
- Hydronic systems
- Solar thermal systems
- Products
- Gallery
- Contact Us (web form)
- news/blog