

# Decisions in design strategy

## **You need to establish goals**

The goal here is to promote my hometown for visitors and tourists coming to Mandal. It should be interesting and give a sense of a nice environment and community.

## **Who is your audience?**

My audience is everybody who wants to visit Mandal, and have access to the web.

What is your brand's image?

The brand image is really to show off every treasure that's hidden and visible in this town. It's the most southern town in Norway, so we have a lot to offer when it comes to climate and adventures.

## **Solve the problem**

The five pages I made, is surely not enough to create a website for this purpose. I've designed the main pages which you can click to from the menu on the top. My thought was by adding these front pages, the viewer can read more on these subjects if they click on the text or the "READ MORE" button.

I have used a sans serif typeface which gives a modern feeling and the images really just makes the difference for the design. I've scaled it up, to make it a bit dramatic and visible, and it gives a wow feeling. When I look at the images, I feel the mood very strongly which is my intention. I've put the text in the images white space, even though some text floats over the image on the about page. I don't think this is a bad thing though, because you have the opportunity to click to read more. It's not the entire text.

The viewer will always know which page they're on, by using a different background color in the menu on the top, for the page they are on. As I said, the main pages allows the viewer to click on several targets, and these are of course also in the menu, but integrated under each main subject, as a dropdown. So if they click to view one of the hotels directly from the page, it will show that you are on the "OVERNATTING" page. Or you can choose the different targets from the menu.

This design will work on different screen sizes.

## **Measure your results**

It's important to measure the results. This is how you see if the website that you've created is achieving its set objectives and ultimately that the strategy was correct in the first place.

There are simple ways of measuring the results. For instance, if you want to increase your client's database, then it can be as simple as exporting the list out of your database at launch and then do it again a week later. Compare the two lists and see how many users have been added. One of the favourite tools to use for analysis is of course Google Analytics.

## **Always look for little improvements**

I will still have an opportunity to change things on my web page. I'll have to monitor the analysis, because it will give me insight into things that are potentially not working on my site. If the analysis is showing negative results, it does not necessarily mean that I need to completely change something. It probably means that I need to just make some small adjustments to get better results. That is of course provided that I have designed the website correctly in the first place, which of course I did ;)