

Topic Discovery: Working with Web Clients

Webpage will be written for web professionals such as designer, illustrators, and developers who are looking to improve on this aspect of the industry. As web professionals, working with clients is a normal part of the job.

It is seen as the most tedious, annoying, or frustrating part of the job. A good place to start would be introducing a general paradigm, or outlook on how to work with client. Put them in the right mindset, then go into general do's and don'ts. The next step after do's and don'ts would be find some common issues, and ways to resolve them. Possibly include an example or two for some important issues.

Finish with up with further resources such as a good blog or newsletter. (be sure to include a link the the TED talk "f@#\$ you, pay me").

□ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

□ **1) USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can include content and delivery methods suited to your primary audience.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or an experience they will have.

You can include what your target audience will want from your website and narrow the scope of those content modules to appeal to your key audience and hone in on what is important to them.

Knowing your audience will help you identify the key features to include on your site.

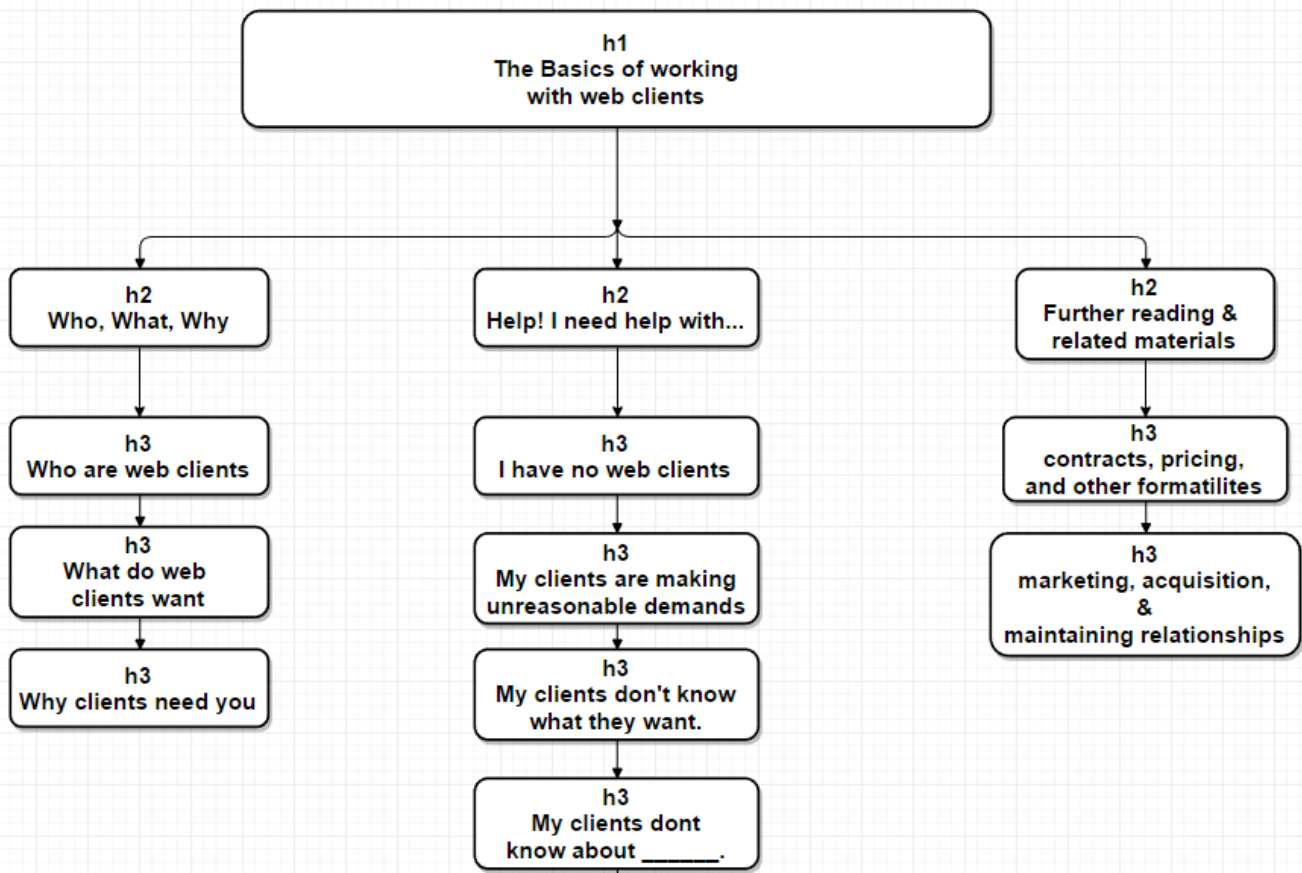
From your Topic Survey determine:

Content Module	User Outcomes
Match how you would design your content to meet the outcome. List what Content Module will align with the desired user outcome. Examples: example gallery, demonstration animation, benefit bar	List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)
Infographic or paragraph/bulleted list	Web Clients, who, what, why?
Content card (img, which issue, bad response, good response, and tips)	Do's, Don'ts, and general tips
hyperlink to outside sites.	More resources on related subjects (pricing, aquisition, contracts)

Hierarchy Flowchart

× Working with Web Clients ×
× Content Hierarchy Diagram ×

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Template Wireframe

