

## Sound advice about web-design

The considerable growth in connection to the internet in recent times has brought along a corresponding growth in dealers of services and sellers of home pages. Often with large differences in quality and prizes. Following is a description of some of the considerations that should be taken in to mind before investing in "global" presentation. There is no guarantee that the list is exhaustive and that it can not go wrong anyway, as communication is difficult. STC gladly receives contributions to the list, which can have other users interest. Happy reading and welcome on to the net.

Also see sound advice on "Purchase of mobile phones and IT equipment".

### Design:

- Get background knowledge about technology and possibilities.
- Define the need. ( sale of complex services/products, degree of interactivity, clear presentation etc.)
- Describe the message. ( target groups, profile, image hamper etc.)
- Work out a rough sketch and compare it to sales and presentation materials.
- Describe the integration to the existing IT systems, the level of security and future development/protection.
- Get the organization actively involved in the process and to undertake ownership.
- Work out a temporary requirement specification and a possible contingency plan.
- Be aware that the solutions is tailor made, and that there therefore does not exist any standard solutions and hereby no standard prizes either.
- Get information on the suppliers and offers such as project and time plans references etc., and describe possible purposes.
- Expect problems if there are large differences in the prics of the suggested solutions.
- Expect that the organization will be strained through the process in larger degree than originally expected.
- Appoint one person in the organization to maintain future quality and relevance of the information on the web-page.

### Total Solutions:

If the organizations needs are in such a way that either there is not enough IT capacity available or for other reasons wish to outsource the internet part, a total solution containing design, mail system and hosting etc. Can seem a sensible choice, The following should be taken into consideration.

- Choose one supplier ( design and technology). Hereby a unambiguous answer is secured concerning the development and subsequent operation.
- Have a supplier make a yearly operation budget ( rates, subcription, collectable discounts, maintenance etc.)
- Get specifications on the band width and transmission speeds concerning settlement of assignments.

Get guarantees for the time of log on and possible queue problems. There is no fun in a good home page if the customers can not get through to it.