

Creative Brief
fluxcorp.com Website Redesign
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We're doing a complete redesign of the fluxcorp.com website. The intent is to do all the usual things:

- Explain in a clearer way what our software product does and how companies can benefit from using it.
- Improve navigation.
- Increase the site's aesthetics.
- Finally, in conjunction with the redesign of our product's web application, we want the new website to look very similar to our newly redesigned web application. That way, website visitors and users of our product will see the similarity.

Mockups of our product's newly redesigned web application are online:

<http://www.flickr.com/photos/49488260@N03/sets/72157623904156700/detail/>

We have spent **MUCH TIME AND EFFORT** with our web application design, and we are **VERY HAPPY** with it. :-) So, that means that the new direction in which the fluxcorp.com website design will proceed is constrained, and that's a good thing!

Who Are You?

We're looking for a web designer and an icon designer. Maybe you're both, but maybe you're not. If you're not, that's ok. We know you *can* design icons, but maybe it's not your forte. Maybe others do it better, faster, cheaper. In that case, we want to work with separate web designers and icon designers.

When we work on our websites and our web applications, it's a ***highly interactive and collaborative process***. That means lots of phone time during predictable working hours. It means we know our business and we know something about presentation of information on a website, and it means you are skilled at presenting information in a creative, pleasing, informative, and even entertaining fashion. We'll collaborate, and make a great website.

If you prefer to communicate only via email, work outside our normal working hours, and not be available for collaboration throughout most of our working hours, then we are not a good fit for you.

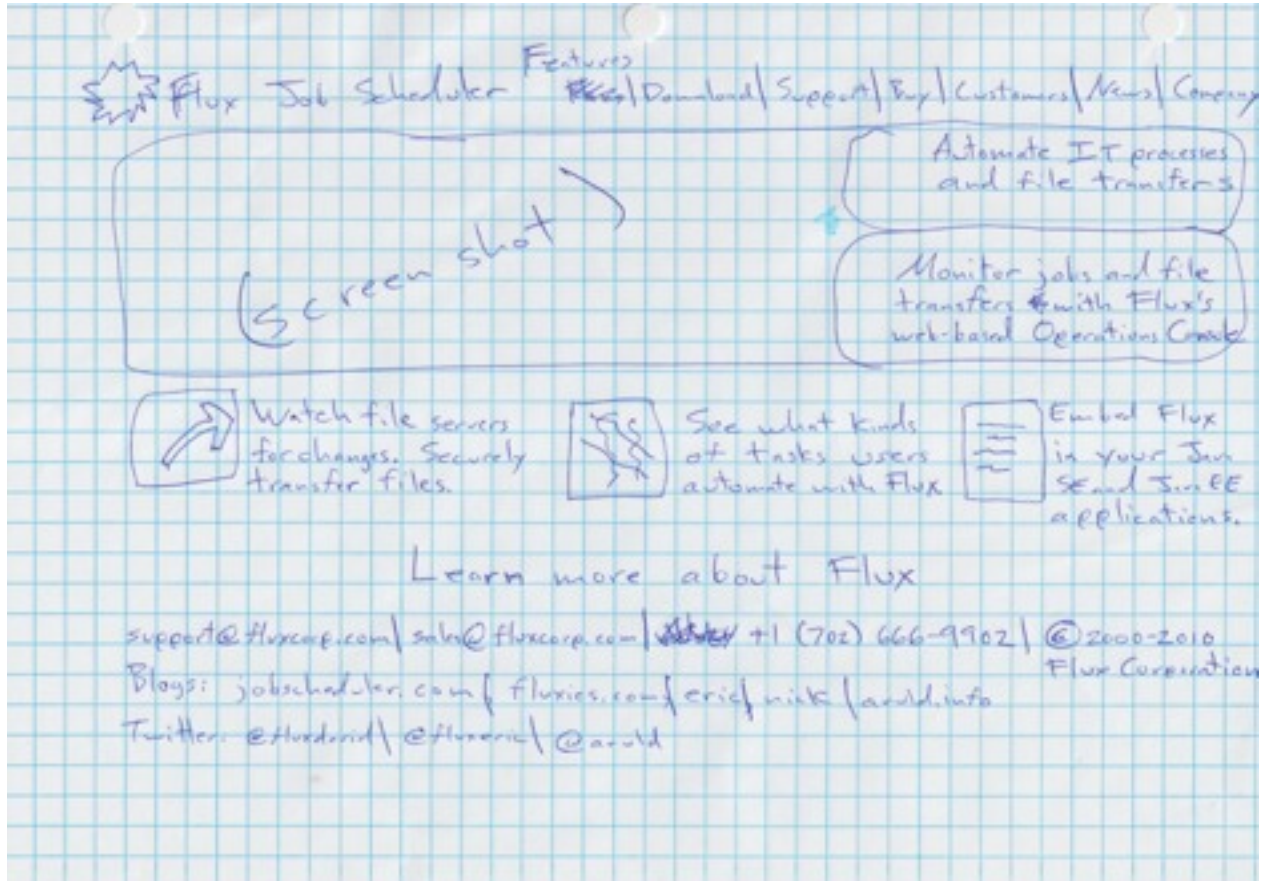
We are in the GMT-7 time zone. We can talk on the plain ol' phone system or use Skype, presuming call quality is good.

You are friendly and easy to work with, even after we've asked you to make the 19th revision on a page that still isn't quite right.

Our Sitemap

Below, we've laid out all the pages that we believe need to be on the website. During the design process with you, we may change this up some, but based on our brainstorming, this is how we feel best presents our product, with the right amount of details.

1. / (homepage) Introduces our product so the website visitor can decide in a few seconds if our product might meet their need. Sketch is below.



We envision a slideshow along the top with two slides. The slideshow's tabs are on the right. Screenshots of our product would be on the left.

Usual menu options along the top.

Three areas for users to pursue underneath the main imagery with a big Learn More link along the bottom.

Then at the footer of the page, some interesting contact info.

2. /features/ (a listing of the major features in our product) We envision a navigation on the left so the user can jump to any of the 9-25 feature pages. Here are some

navigation snapshots that we like the general look of. Some are from apple.com. None are perfect, but the gist is list of 9-25 feature page that would show the user where he is in the nav.

- (a) This is very nice. The icons provide a visual feel. Imagine 9-15 items instead of just two.

Development Resources

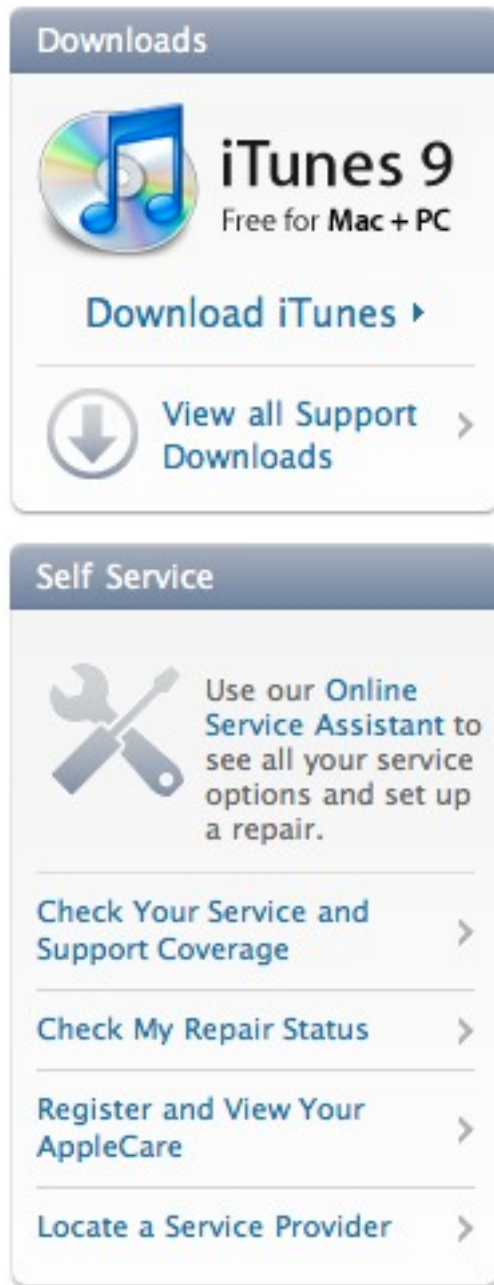
Apply for the iPhone Enterprise Developer Program to start building and deploying your own iPhone applications to employees.

 **iPhone Developer Program**
[Learn more and apply ▶](#)

 **iPhone SDK**
[Download the free SDK ▶](#)

- (b) Looking just at the “Self Service” box, this is also nice. Some of our feature headings will be longer, such as *Monitor Jobs and File Transfers via the*

Operations Console and Architecture Diagram, Technical Specifications.



Each interior page with /features/ would have this same navigation. To date, we have identified the following feature pages:

- (i) Automate IT Processes and File Transfers
- (ii) Monitor Jobs and File Transfers via the Operations Console
- (iii) Watch File Servers
- (iv) Run Processes on Remote Machines with Agents
- (v) Design Jobs Visually in the Browser
- (vi) Error Handling
- (vii) Embed Flux in Java SE and Java EE Apps

- (viii) How Others Use Flux
- (ix) Technical Specifications and Architecture Diagram

For the layout of the top-level features page at /features/ as well as each of the pages that list a specific feature, such as Automate IT Processes and File Transfers, we like these two pages:

<http://www.apple.com/iphone/preview-iphone-os/> (paragraphs and images. the images provide a nice feel. each paragraph describes a feature. a user who doesn't care about Feature X can skip that paragraph. that's what i did when i first went to this page)

<http://www.apple.com/iphone/business/preview-iphone-os/> (again, i like the paragraphs and images. not everything else and definitely not their navigation.)

Now on the right side of each of these Features page, we envision some "next steps" for the user. In other words, now that you've seen what our product can do for you, what will you do next? Next logical steps are to (a) download our product, (b) email a technical question, (c) arrange a technical Webex session, and (d) ask us to develop a proof of concept.

Apple's download box above is a nice approach. So is something like this:



On the following pages, we'd like to take a fresh look at the presentation of the information and freshen it, change it up, improve it, give it some zest:

3. /download/ – The existing screens are basically correct, but I'd like to brainstorm a bit with you to see how we can improve it.
4. /support/ – The organization and content at <http://fluxcorp.com/support> is about right.
5. /buy/ – The organization and content at <http://fluxcorp.com/buy> is about right.
6. /customers – The organization and content at <http://fluxcorp.com/customers> is about right. It will take some real creativity to bring this page some spark. We don't want to do logos or flowery descriptive comments here. The wording itself is spot on. The presentation needs some creative thought, however.
7. /news/ – I'm not sure it should be /news/. The content for this page is just our company blogs and twitter feeds. On our live website, this info is at <http://fluxcorp.com/blogs>. We're looking at adding one more person to the blog and twitter mix right now.
8. /company/ – This is the page that describes who we are, our culture, our location, and how to contact us. Would like to see some creativity here.