

Designed versus Built

We live in a built environment.

We are surrounded by elements of our existence that are placed, put up, installed, constructed, manufactured, produced, distributed, used, sold, carved, forged, hammered, hung, fastened, layered, all of which have been designed and engineered.

But we all know what it feels like to use something that has been designed with us in mind.

A well apportioned room. A pen that writes flawlessly. A beautifully made garment. A comfortable steering wheel.

Those items probably did not cost much more to do in materials and time than other similar products.

The difference is design.

When you use a web site that feels right, and you don't really know why, that's design.

Sometimes, you can get lucky and have a good experience without putting the time and effort into really architecting a solution.

But the reality is with the web, as with any created environment, that good design requires a thoughtful engagement around use needs and stakeholder goals.

This is one of the hardest sells for web design, but all of the best work I've done personally has had significant time and budget for planning.

Frankly, most organizations will spend more time designing a single seasonal, limited market direct mail piece than they will on their web site, let alone web communications plan or integrated relationship management.

That's why we make it a requirement for each engagement that clients spend the time first to go over a web needs analysis survey. It will save clients time and money, add value to the process, and make our partnership much more rewarding.

You wouldn't start a garden without a plan, why should your web site be any different?