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## Background

W.J. Gilbert & Co. is a law firm that is dedicated to offering quality legal services and has been established for over 10 years. The firm consists of several lawyers, articulated clerks and administrative staff. W.J. Gilbert & Co. practice in many different aspects of law such as:

- Property Law
- Conveyancing
- Commercial Law
- Property development
- Litigation
- Wills and Probate

W.J. Gilbert & Co. requires the design, development and implementation of a professional website. The introduction of a website is intended to give

W.J. Gilbert & Co. increased exposure through an Internet presence and establish their position as a leading provider of legal service within Victoria.

## 1. Goals

The major goal of the site is to provide users with contact details and an outline of the legal services that W.J. Gilbert & Co. offer. Current and potential clients will be able to obtain information directly from the website.

This will include:

- Contact information, including physical address, postal address, phone and fax numbers, email address and business hours.
- History and general information about W.J. Gilbert & Co.
- An overview of the legal services that W.J. Gilbert & Co. offer, detailing their areas of expertise.
- Fees policy for W.J. Gilbert & Co.
- Detailed explanation of the office location, its proximity to public transport, and distance from the CBD. This page will include a good quality map of the surrounding area showing the office location.

## 2. Success Measures

The major measure of success will be the number of visitors to the website each day which may result in an increased client base. The expectation is that new clients will find the website in 3 different ways:

- Search engines
- Business card
- Word of mouth

It is difficult to estimate the average number of visitors to the site, but the business will receive more exposure and significant growth is predicted. The number of hits to the website will be measured by the 'c-panel' software supplied by the host. The 'c-panel' is an administration tool provided by most hosting providers which allows users to configure their own accounts. The value of the website will be measured by the number of hits that result in business opportunities.

## 3. User experience

Users will find using the site a pleasant experience. They will be able to find details about W.J. Gilbert & Co., a brief history of the firm, an overview of the legal services that W.J. Gilbert & Co. offer, detailing their areas of expertise.

### 3.1 Audience definition

The major audience will be located within the Melbourne Metropolitan area, but will also include regional areas as well as interstate. At this stage it is difficult to define the target audience, but based on current trends the clientele are predominantly small to medium sized businesses. The site may attract anyone seeking legal advice.

They may be:

- Current or former clients
- Anyone requiring specific legal advice for property and/or commercial law, litigation or wills and probate.
- Anyone searching for a Law firm within their own locality

The computer skills of the audience will vary from novice to advanced, therefore the site should be easy to navigate.

## 3.2 Scenarios

Three major groups of audience have been defined. The characteristics of each group are outlined in the scenarios below:

### **Current or former clients**

They may want more information about the legal services offered by W.J. Gilbert & Co. They may view the areas of expertise that W.J. Gilbert & Co. specialise in, and review W.J. Gilbert & Co.'s fees policy.

### **Anyone requiring specific legal advice**

These people will want to be assured of the quality of services offered by W.J. Gilbert & Co. They will want to know about W.J. Gilbert & Co.'s background, and the areas of expertise they specialise in. They will want to know details about the fees policy for W.J. Gilbert & Co.

### **Anyone searching for a Law firm within their own locality**

This group of people will want to find information about the legal services offered by W.J. Gilbert & Co. They will be interested in details about the exact location of W.J. Gilbert & Co. and how to get there, including via public transport.

#### **3.2.1 Scenario example:**

Mark is in need of some legal advice. He has just discovered that the 'Will' he made some time ago may no longer be valid. Mark runs his own small business and is very busy this time of year. He has looked in the Yellow pages to find a law firm close to his office, so that minimal work time is lost during his appointment time. To his dismay, Mark finds that the advertisements in the phone book do not supply adequate information, such as the areas of law practiced in, or their business hours.

In frustration, Mark turns to the Internet to see if he can locate a law firm that offers the services he is searching for, and within a 5 minute drive from his office. After browsing a few law sites, he discovers the website of W.J. Gilbert & Co. The site looks very professional, which immediately entices Mark to explore the website further.

One of the first things that caught Mark's attention was that the contact information is right there on the 'Home' page, and their address is in Elsternwick. After just one click to the 'Our Location' page not only is he presented with a detailed map of W.J. Gilbert & Co.'s location, but their office is just around the corner from his. What good luck! And with just one more click on the 'Our Expertise' page, Mark is sure that they can offer the type of legal advice he is searching for. Because the contact details appear on the left-hand side of every page, Mark could easily access their phone number without the need to search elsewhere in the site. He was so happy to find a Law firm so close by, that he rang W.J. Gilbert & Co straight away to arrange an appointment.

It has now been one week since Mark's new will was finalised, and he now has 'peace of mind' knowing that his affairs are in order. Mark recommends the website to friends and family.

### **3.3 Competitive analysis summary**

The competitive analysis summary focuses on the strengths, weaknesses, opportunities and threats (SWOT) related to this website.

#### **3.3.1 Strengths**

- W.J. Gilbert & Co. has a staff of properly trained and professionally qualified lawyers, articled clerks and experienced para-legal executives.
- W.J. Gilbert & Co. is a well-established law firm with a substantial existing client base.
- There will be opportunities to reach a much broader audience by having an Internet presence, and promote services other businesses may not offer.
- The website will appeal to a wide range of clientele by being pleasing to look at, user-friendly and easy to use.
- It will promote return visits by having a website that will load quickly since it does not contain an excessive number of images.
- It will be positioned to respond rapidly to industry change.
- No affiliation with certain brands provides freedom of content and layout.

#### **3.3.2 Weaknesses**

- Lack of accessibility for those without Internet access.
- Must compete with other businesses with an already-established website.

- Website delivery lacks personal contact for users.
- Not supported by well-known brand names.

### **3.3.3 Opportunities**

- Establishing a web presence allows the business to widen its audience and produce growth by utilising modern advertising methods that are cost-effective.
- Providing a service not commonly found on other websites, such as a map of the local area and clear instructions on how to find the office are likely to increase the business's market share.

### **3.3.4 Threats**

- The business is governed by rules and regulations specific to the industry and there may be other sites not governed by these regulations that can offer service that the business would like to offer, but cannot.
- Other businesses may steal ideas on services and website content or design.

## **4. Site content**

The website will contain information about W.J. Gilbert & Co. including contact details, legal services offered and the location of the firm. The website will contain 4 main pages, these are:

### **1. 'Home' page**

The 'Home' page will contain contact information including physical address, postal address, phone and fax numbers, email address and business hours. A photo of the office and a brief description of their location and proximity to public transport will also be included.

### **2. 'About' page**

The 'About' page will provide information about the history of W.J. Gilbert & Co, an overview of their staff and the legal services that W.J. Gilbert & Co. offer.

### **3. 'Our Expertise' page**

The 'Our Expertise' page will provide detailed information about the legal services offered. The fees policy for W.J. Gilbert & Co. will also be explained.

### **4. 'Our Location' page**

The 'Our Location' page will feature a detailed map of W.J. Gilbert & Co.'s office location, and instructions on how to get there, including via public transport.

## **4.1 Content grouping and labelling**

The website will provide general information about W.J. Gilbert & Co. and the services offered.

### **4.1.1 General Information**

This will include:

- Photo of the office and contact information.
- Background information about the firm and the legal services offered.
- The office location and instructions on how to get there will be provided, including a map of the local area.

## **4.2 Functional requirements**

Users need to be able to browse the general information on the website.

### **4.2.1 Location map**

Users will be able to view a detailed map of the office location. A 'Printer friendly' version will be available for users to print out, without the inclusion of the side navigation.

### **4.2.2 Accessing other information**

Users will be able to click on any of the navigation buttons or text links, which will then open a new page displaying further information.

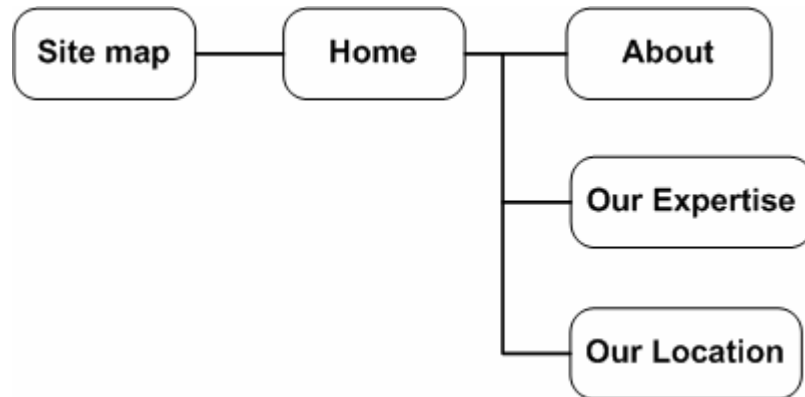
## **5. Site structure**

The website will be organised into a hierarchical structure, though this will not be evident to the user.

### **5.1 Site structure summary**

The structure of the website will be relatively simple, containing three main pages extending from the 'Home' page. These will be the 'About' page, 'Our Expertise' page and 'Our Location' page. There will also be a 'global' page which will be the 'Site Map' page.

### 5.1.1 Site map – Front-end



## 5.2 Architectural blueprints

The following information relates to the relationship between the front end interface and the backend functionality.

### 5.2.1 External links

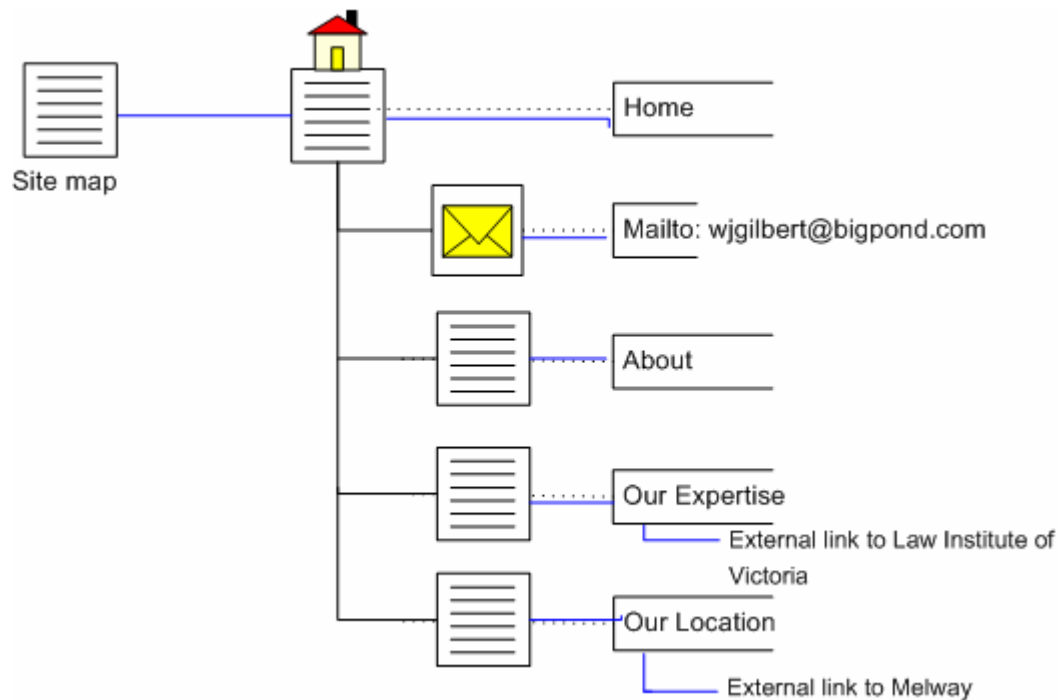
There will be two external links on the website.

1. The first will be a link to the 'Law Institute of Victoria' at: <http://www.liv.asn.au/> and will be located on the "Our Expertise" page.
2. The second link will be to 'Melway' at <http://www.ausway.com/> and will be located on the 'Our Location' page.

### 5.2.2 Email 'mailto:' function

On the 'Home' page, users will be able to contact W.J. Gilbert & Co. via an email address. This will use an email client such as 'Outlook Express' to send an email directly to a specified email address.

### 5.2.3 Site Map – Relationship between front-end and back-end



### 5.3 Navigation system

A fixed navigation bar will appear on the left side of each page, consisting of four main navigation links. These links will be:

- **Home** - displays a page providing contact details, a photo of the office and a brief description of their location.
- **About Us** - displays a page providing information about the history of W.J. Gilbert & Co, an overview of their staff and the legal services that W.J. Gilbert & Co. offer.
- **Our Expertise** - displays a page that will provide detailed information about the legal services offered. The fees policy for W.J. Gilbert & Co. will also be explained.
- **Our Location** – displays a page that will feature a detailed map of W.J. Gilbert & Co.'s office location, and instructions on how to get there, including via public transport.

Other navigational buttons and links will include:

A set of main horizontal text links in the footer of each page. 'Clicking' on any of these links will display the relevant page as outlined above. There will also be a text link to the 'Site map' included in the footer.

## 6. Visual Design

Four major regions are visible on each page:

1. Top banner – this will include the heading for W.J. Gilbert & Co.
2. Vertical navigation bar on the left hand side of each page. Contact details for W.J. Gilbert & Co. will be on each page, positioned below the navigation links.
3. Horizontal text navigation bar at the bottom of each page. Copyright information will be included here.
4. Content area. This will be different for each page; however templates will be used to ensure consistency of the layout throughout the website.

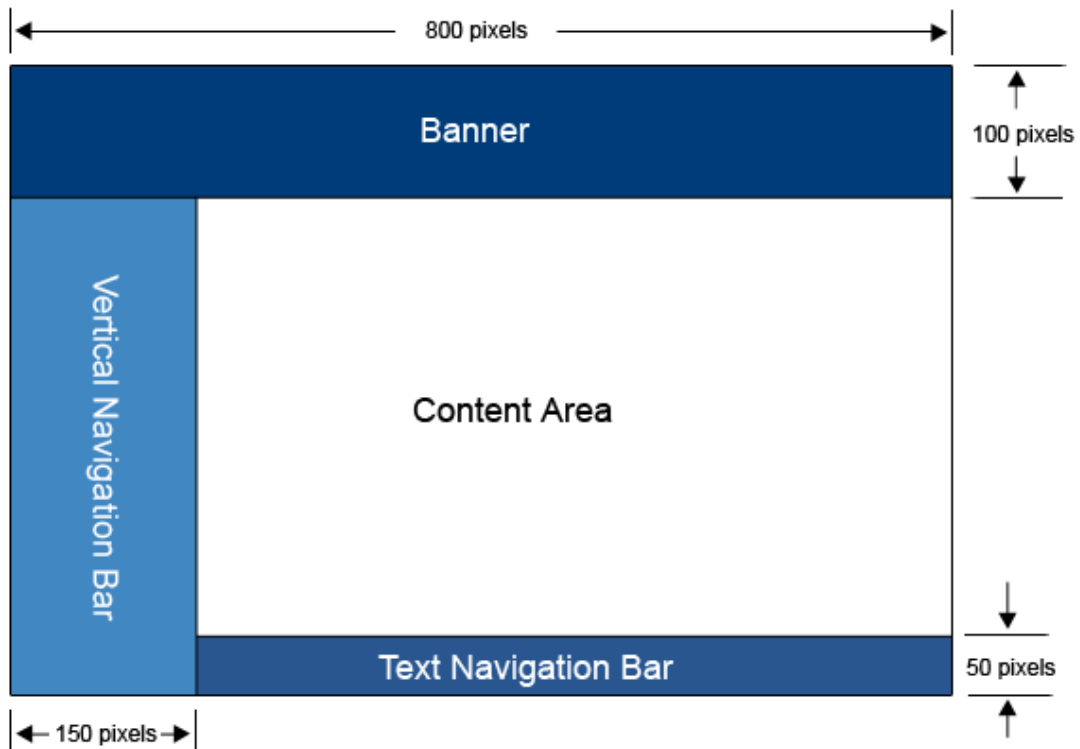
### 6.1 Fonts and colour scheme

The font used for the main headings and text will be a sans-serif font – 'Verdana'.

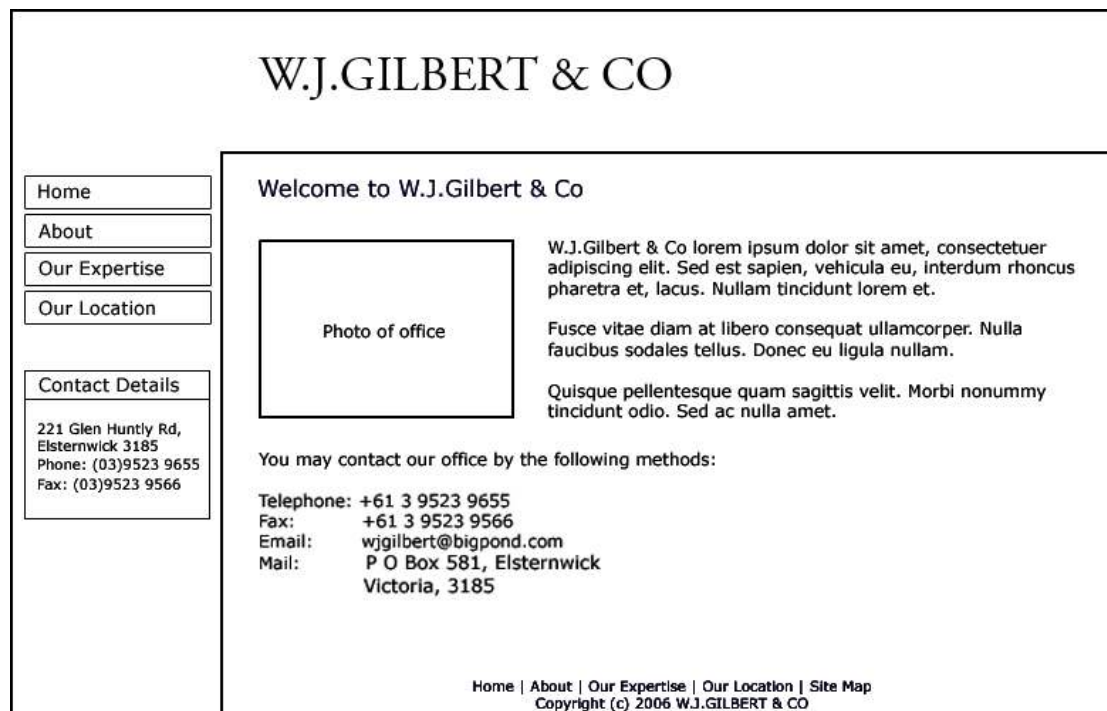
The font sizes and colours used to display the main content will be:

- Heading 1 – 18 pixels; bold; #110099; (navy blue)
- Heading 2 – 14 pixels; bold; #6677cc; (mid-blue)
- Heading 3 – 12 pixels; bold; #6677cc; (mid-blue)
- Paragraph text – 12 pixels; normal; #000000; (black)
- Text links – 12 pixels; #110099; (navy blue)
- Text link rollovers – 12 pixels; #6677cc; (mid-blue)
- Interface - #110099; (navy blue)
- Interface - #6677cc; (mid-blue)
- Interface - #ffffff; (white)
- Page background color - #ffffff; (white)

## 6.2 Layout grid



## 6.3 Design sketch – ‘Home’ page



## 6.4 Page mock-up – ‘Home’ page

# W.J.GILBERT & CO

[Home](#)

[About](#)

[Our Expertise](#)

[Our Location](#)

**Contact Details**

221 Glen Huntly Rd,  
Elsternwick 3185  
Phone: (03)9523 9655  
Fax: (03)9523 9566

### Welcome to W.J.Gilbert & Co



W.J.Gilbert & Co lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed est sapien, vehicula eu, interdum rhoncus pharetra et, lacus. Nullam tincidunt lorem et.

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Quisque pellentesque quam sagittis velit. Morbi nonummy tincidunt odio. Sed ac nulla amet.

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