

Building a Better Website

Joseph Fung

March 18, 2008



Today's Key Questions

How do I get the best price?

How do I choose a designer?

How do I nurture a project?

Any others?

The Designer Mindset Part I

How much do I want to make?

vs.

How much is the benefit worth?

1

Prepare for a gap in price expectations.

Web Designer



The Designer Mindset Part II

How much will this project cost me?

Cost = (Time * Rate) + Expenses + **Stress**

2

Saving them stress
will save you money

Web Designer



Before price negotiations...

Step 1: Know your budget

Step 2: Tell the designers

3

Share your budget expectations.

During price negotiations

Give me a 10% discount

vs.

Give me 10% more features

4

It's easier to
negotiate features

Hidden or Downplayed Fees

- Hosting
- Domain Names
- Ongoing Support
- Change Requests
- Graphics Rights
- Backups
- Training
- Documentation
- SSL Cert
- Contractors
- Advertising
- SEO
- Newsletters
- Photos



5

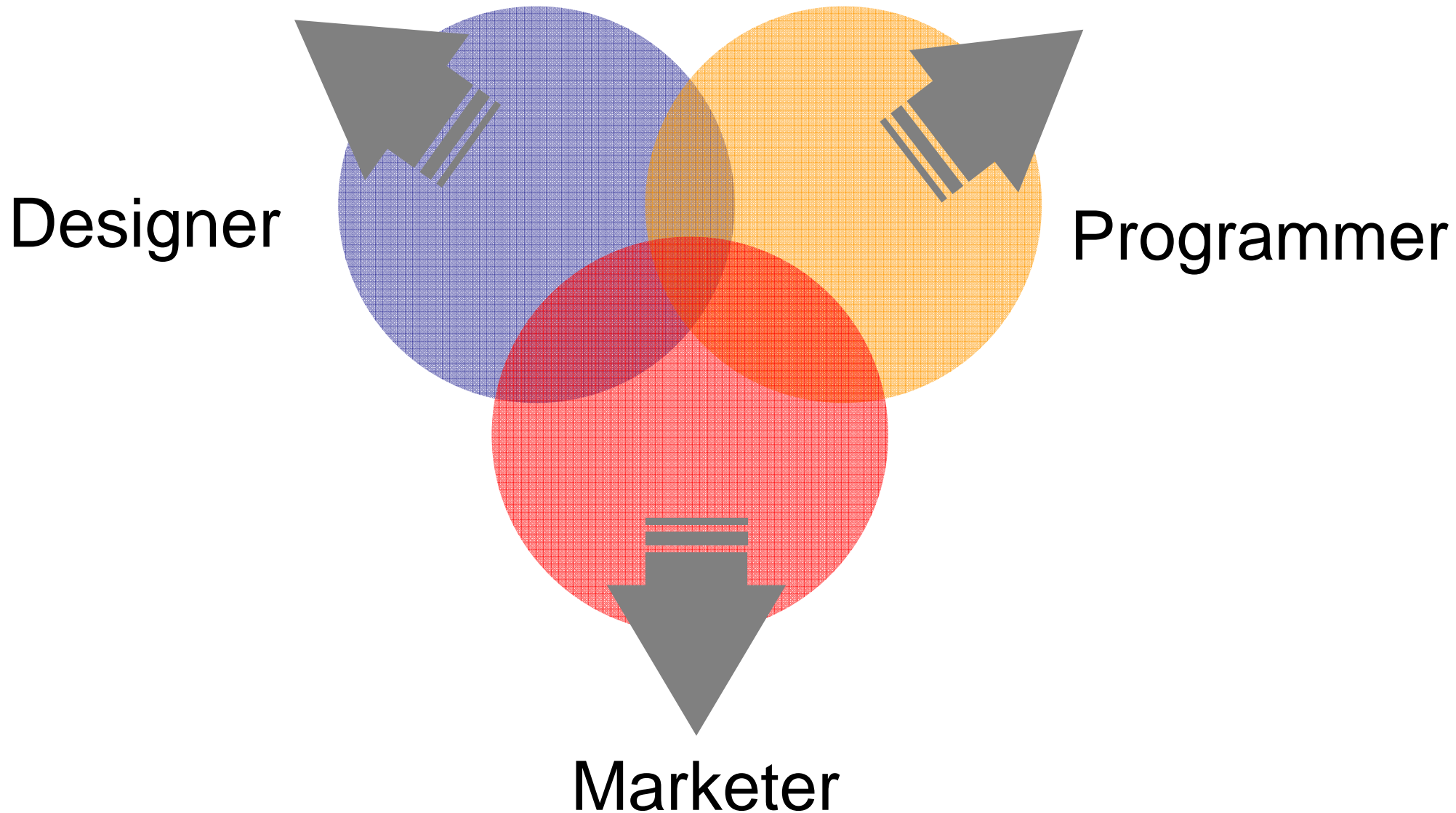
Ask about each
downplayed fee

Rules in Review....

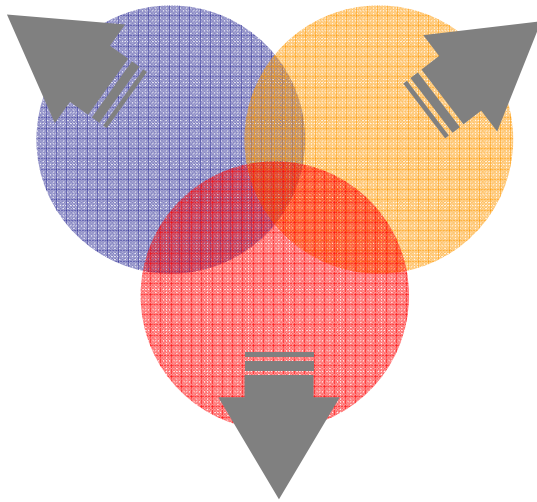
Assuming the designers are equal....

1. Prepare for a gap in price expectations
2. Saving them stress will save you money
3. Share your budget expectations
4. It's easier to negotiate features
5. Ask about each downplayed fee

What is a “Web Designer”



What is a “Web Designer”



6

Know which type of designer you want

6b

Balance comes from experience

Experience-based differences

NOVICE

GURU



Price

Estimate Accuracy

Skill

Project/Time Management

Support Network

Non-experience differences

NOVICE

GURU



Philosophies

Talent

Product Knowledge

Personality

Customer Service

Experience-what?

NOVICE

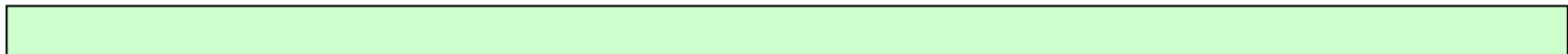
GURU



VS

NOVICE

GURU



Try to avoid the
“experience trap”

Good Questions to Ask

1. What customer support systems or processes do you have?
2. What features of your solution are you most proud of?
3. How many full-time people are employed at your company?
4. What are my responsibilities?
5. How much of this project will be outsourced?



8

Ask good questions

Treat it like a job interview

Think about what you would ask a new employee in a job interview



9

Ask for and call their references

Rules in Review Take 2....

When choosing a designer...

6. Know which type of designer you want
 - 6b. Balance comes from experience
7. Try to avoid the “experience trap”
8. Ask good questions
9. Ask for and call their references

Nurturing a Project



The Designer Mindset Part III

Web designers tend to value:

1. Competence
2. Decisiveness

10

Undermining their skill will cause stress

11

Being indecisive will cause stress

Where Designers May Fall Down

- Scheduling
- Understanding the Client's Business
- Customer Support
- Time Estimates
- Explaining Rationales

Where Clients May Fall Down

- Estimating their workload
- Giving clear direction
- Making decisions
- Overriding recommendations

12

For most – pay to have content written

13

Encourage and listen to rationale

Potential Project Pitfalls

- Schedule Slip
- Feature Expectations – “Scope Creep”
- Committee Feedback
- Change Requests

14

Try to keep it to 1
POC on your side

15

Try to group change
requests

Project View



Website
Owner

Web
Designer



Final Project Rules



16

Clarify support expectations

17

Clarify desired post-project relationship

Final Rules in Review....

Nurturing a Project...

10. Undermining their skill will cause stress
11. Being indecisive will cause stress
12. For most – pay to have content written
13. Encourage and listen to rationale
14. Try to keep it to 1 POC on your side
15. Try to group change requests
16. Clarify support expectations
17. Clarify desired post-project relationship