

<Company/Product> Design Strategy

Month Year

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1. Business Goals

The main objective of the redesign is to create a cohesive web presence that provides easy access to key information and fits user needs at all stages of <X> process.

1.1. Redesign Objectives

1. Deliver up-to-date, localized content to drive regional competitive advantages.
2. Two
3. Three
4. Four
5. Five

2. Target Audiences

1.1. Target Markets and Key Solutions

<Company> is focused on <>, serving <X> markets.

Markets/Verticals	Business Solutions
<p>Primary:</p> <ol style="list-style-type: none"> 1. One 2. Two 3. Three <p>Secondary:</p> <ol style="list-style-type: none"> 1. One 2. Two 3. Three 4. Four 5. Five 	<ol style="list-style-type: none"> 1. One 2. Two 3. Three 4. Four 5. five

1.2. Target Customers or Users

<Summary >

1.3. User Profiles or Personas

<Summary intro>

	Name/Age /Location/Role	Key Goals and Tasks	Information Needs
[thumb]		•	<ol style="list-style-type: none"> 1. One 2. Two 3. Three 4. Four 5. Five

[<Link to persona document>](#)

[<Link to research report>](#)

3. Content Strategy

The redesign will follow a 'Content-first' approach, beginning with a detailed content inventory and analysis, and using realistic content to inform the design of navigation and page layouts.

3.1 Content Goals

- Integrate designated sub-sites and micro-sites into the <Company> com framework.
- Integrate localized content into overall site architecture, presenting localized content when available.
- Streamline the navigation, reducing clutter and duplication.
- Allow for multiple modes of navigation to improve access to a wide range of information at different levels of detail.
- Revise layouts for homepage, landing pages and product pages on the <Company> site, simplifying the experience.
- Improve findability of product information, tools, and other high-value content.
- Build multi-faceted, filterable search UI to increase findability and fit a variety of user tasks and needs.
- Connect users to relevant social media resources at page and localized information level.
- Implement SEO-friendly best practices throughout design and content migration, including using distinctive page titles, headlines, and meta-data.
- Wherever possible, follow accessibility guidelines to make all content accessible by users with visual disabilities.

3.2 Web Properties in scope - English

Name	URL	~ # Pages	~ # Docs
Main <Company> Website	www.<Company>.com	#	#
Blog	blog.<Company>.com	#	#

3.3 Web Properties in scope - Localized

Name	URL	# Pages*	# Docs*
German	www.<Company>.de	#	#

4. Brand Values

The redesigned website will reflect the <Company> brand within the context of a modern and clean visual design.

4.1 <Company> Tagline and Brand Promise

Additional Keywords from <Company> Stakeholders

<Keywords>

Customer Perceptions of <Company> (based on Personas)

<Keywords>

5. Design Guidelines

Visual design will be executed within the constraints of <Company> branding, including guidelines for use of logo and tagline, color palette, and typography. A modern visual design and clear, comprehensive information architecture will facilitate access to the content and tools available to users.

5.1 Page Layout Guidelines

- Adopt a more visual, less text heavy design.
- Reduce information density through additional white space and clear organization of content.
- Develop visual hierarchy of the page elements in line with their relative importance by using contrast in color, size, and visual weight.
- Develop flexible page layouts that accommodate varying amounts of content.
- Create modular designs that are scalable to accommodate multi-lingual content.
- Design responsive page layouts for mobile, tablet, and large screens;
- Restrict maximum page/column widths to optimize content readability.
- Implement print-friendly and accessible layouts.

5.2 Color Guidelines

- Set sufficient contrast between background and text to ensure legibility.
- Avoid using color alone to communicate meaning to ensure accessibility by users with color blindness (X% of <Company> customers are male; ~8% of males are color blind).

<Company> Color Guidelines

- Summary

5.3 Typography Guidelines

- Use web fonts that are legible and easily rendered across common browsers.
- Implement minimum text size guidelines to ensure legibility by older or visually impaired users (#% personas are over 40).
- Streamline use of fonts and typography across the design, so that the entire site conveys a consistent style.

<Company> Typography Guidelines

- Summary

5.4 Imagery Guidelines

Imagery should support the <Company> Brand Message – “<Brand Message>”

<Company> Imagery Guidelines

- Summary

6. Competitive and Best Practice Examples

The list of websites below represents a range of exemplars gathered from <Company> customers, the user experience team, and <Company> stakeholders.

Company/URL	Strengths	Weaknesses
	•	•
	•	•
	•	•
	•	•
	•	•

[<Link to competitive analysis document>](#)