SteveHolmes Design

Summary of client meeting [09/01/14]

Client: Sian Thomas – sleep consultant

CONTENTS
[1] Nature of business and professional attributes
[2] Target Audience and Needs
[3] Website solution and Content Breakdown

---

[1] Personal business profile and objectives

Having worked for many years in family and child care protection within the NHS with lower income families Sian is setting up her own personal consultancy to apply her experience and expertise in assisting middle/higher income parents to help their babies achieve successful sleep patterns (and in doing so provide the parents with quality sleep of their own).

The nature of Sians new venture will be based around making home visits to meet her clients backed up with phone and maybe skype contact if necessary.

It is vital for Sian that she 'connects' with her clients as personal, gentle and understanding in her approach with an equal passion to see the best for both parent and child alike. Sian is aware that first and foremost her clients must sense her consultancy is driven by her personal care and desire to find a solution that is uniquely appropriate for those concerned. There is not a 'one solution fits all' approach and parents must be encouraged not to compare and be hard on themselves if solutions tried take time with plenty of 'trial and error' involved.

One off or blocks of consultations (home visits) will be on offer and to raise her profile and awareness of services available Sian plans to offer free presentations to groups of mothers and advertise her services on public notice boards in her locality.

[2] Target Audience and Perceived Needs

Primarily Sian sees herself being of service to middle to higher income parents within the Richmond, Chiswick and Hounslow areas but recognizes that to receive the level of business needed she must to be available anywhere London-wide to meet clients in their homes.

Sian recognizes just how busy parents, and especially mothers feeding their babies, actually are and that time available to seek help from a sleep consultant is precious. This factor is key in creating a website that provides information that is quickly accessible and user-friendly.

This easily accessed web material must effectively create an understanding of how any babies sleeping patterns and behaviour can be – what hurdles and issues any young life can encounter ie. what a 'normal' experience of sleep might entail. This precipitates the need for content to be broken down into babies age categories providing evidence based information as to what should be expected with children and the nature of sleep. Online advice given needs to be clear and simple yet at the same time authorative and drawn from credible, professional practice.

[3] Website Solution

In order to create an effective online presence the following issues were discussed:

Domain name

Rather than be based around her name Sian would like a domain name to express as best possible the essence of the service she is offering, in a user-friendly manner rather from a commercial and technical point of view.

The name 'safeandsound' was discussed but on doing a domain name check online this has already been taken in all its forms ie. .co.uk, .org, .org.uk, .net, .com

Domain names with similar emphasis have also been taken such as 'sleepwell', 'sleepright' and 'safe-and-sound'. However, domains still available along these lines are:

'**sleepsafeandsound**' - .co.uk, .net, .org, .org.uk

'**sleepthenight**' - .co.uk, .net, .org, .org.uk

'**sleepallnight**' - .org, .org.uk

'**sleep-well**' - .org.uk

'**sleepeasily**' - .co.uk, .net, .org, .org.uk

'**greatnightsleep**' - .org.uk

'**sleep-right**' - .net, .org, .org.uk

'**babysleepadvice**' - .net, .org, .org.uk, .co.uk

'**baby-sleep-advice**' - .net, .org, .org.uk, .co.uk

'**helpbabysleep**' - .org, .org.uk

'**helpmybabysleep**' - .net, .org, .org.uk, .co.uk

'**getmybabytosleep**' - .net, .org, .org.uk, .co.uk

'**youandyourchild**' - .net, .org, .org.uk, .co.uk

'**babytosleep**' - .net, .org.uk, .co.uk

'**sleepingbeauties**' - .org.uk

'**beautysleep**' - .org.uk

'**sleepbabysleep**' - .org, .org.uk *this is unfortunately the name of a baby sleeping technique with a range of e-books at 'sleepbabysleep.com'*

Website and other Promotional Content

The pitch of the content for Sians new site is to provide potential customers quick and easy to access helpful tips and advice but only to a certain level otherwise the need for users to book a consultation would no longer be required.

User friendly language is to used as much as possible but not at the expense of demonstrating sound knowledge of her field of expertise. A balance needs to be struck in the content between showing Sians personal qualities (to build trust and a rapport) and professional credentials (to reassure users they are accessing proven and successful solutions).

Sian sees the sense of her website growing in stages with an initial launch containing a basic amount of accessible resources with a later option to apply her own advice videos, articles and blogs. At the time for the initial site launch Sian would like to be set up with a Facebook page, Twitter account and some printed promotional literature such as a business card, flyer/ postcard etc.

Website Structure

At present the proposed content breakdown for Sians website seems to be as follows:

1) **Homepage**
- logotype with strapline and accompanying photo imagery
- main navigation menu
- panel showing brief professional credentials
- brief block of welcome text stating what site is about and whats on offer
- 'call to action' photo/graphic series of buttons to direct users to find help depending on childs age ie. takes them to other sections of the site
- a strong testimonial somewhere on the page

At this stage a possible strapline is '**The greatest gift you can give you and your child is a good nights sleep**'

2) Other main pages
About Me - *professional and personal qualities*
What I Offer / Way I Work – *Sians mission statement, work outlook, philosophy of practice*
Testimonials – *a quality selection of feedback testimonies from clients*
Prices – *various packages/offers available*
Top Tips – *a place for easy to apply sleeping tips*
Links – *a repository of links to external resources*
Contact Me – *Sians contact number, email + enquiry/feedback form?*

Pages containing functional site information… (links to these pages on the 'footer' area of each page)

1. Sitemap
2. Accessibility
3. Terms and Conditions
4. Privacy Policy
5. Copyright

Each page will display the header area of logo, strapline, main menu + the 'footer' area with site information links (see list above).

Website – Look and Feel

Imagery – apart from one supplied photo (and a biog photo for the 'About Me' page) all other photos will be sources from online stock image libraries upon Sians advice

Fonts – clear, clean looking looking user-friendly but also authorative

Colours – calm and serene to reassure and create a light feel to the sight. This website was seen to be a good example: http://www.teddingtonmidwives.com/

Responsive – the website build will enable all pages to view appropriately on mobile, tablet and desktop screens.

Web Updating and Wordpress

To enable Sian to edit her own pages in future it is proposed I build the site using Wordpress as a content management system. This way Sian can log in to here site via a browser and alter text and add photos etc. Integrating the initial website design into Wordpress does add another phase to the project but one that will provide long term benefits for Sian in regularly updating her own site.

Timescale – Web and Promotional Items

Sian is keen to make sure her website, Facebook page and Twitter account any printed promotional items are all ready at the same time so there is no rush to launch one item ahead of the rest. It is far better to have a coordinated and consistant visual identity in place to effectively reach the target audience with.