

# Website Brief March 2025

## Look and feel

[Thanks to Cyphon digital](#) here are a few examples of successful community sites that get straight to the point. They respect visitors' time with a clean, uncluttered design and a refreshing 'lose the bells and whistles' attitude:

### 1 [Amibar Festival](#)

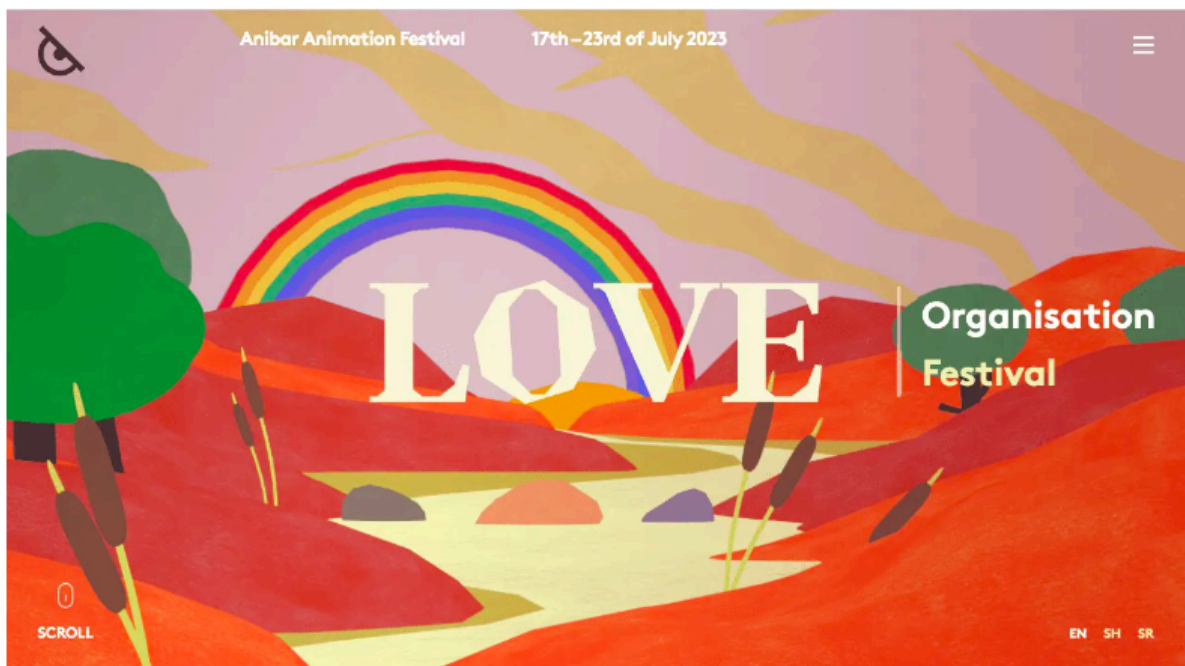


Image source: <https://anibar.org/>

Unlike most community website examples, Anibar uses its website primarily for one annual community gathering and animation festival.

### What makes it outstanding:

- 9 different links on the splash but it is still uncluttered, only the essential links here.
- They use a language toggle so that visitors can change between three different languages.
- Background can be changed or rotated periodically to keep the site looking fresh.

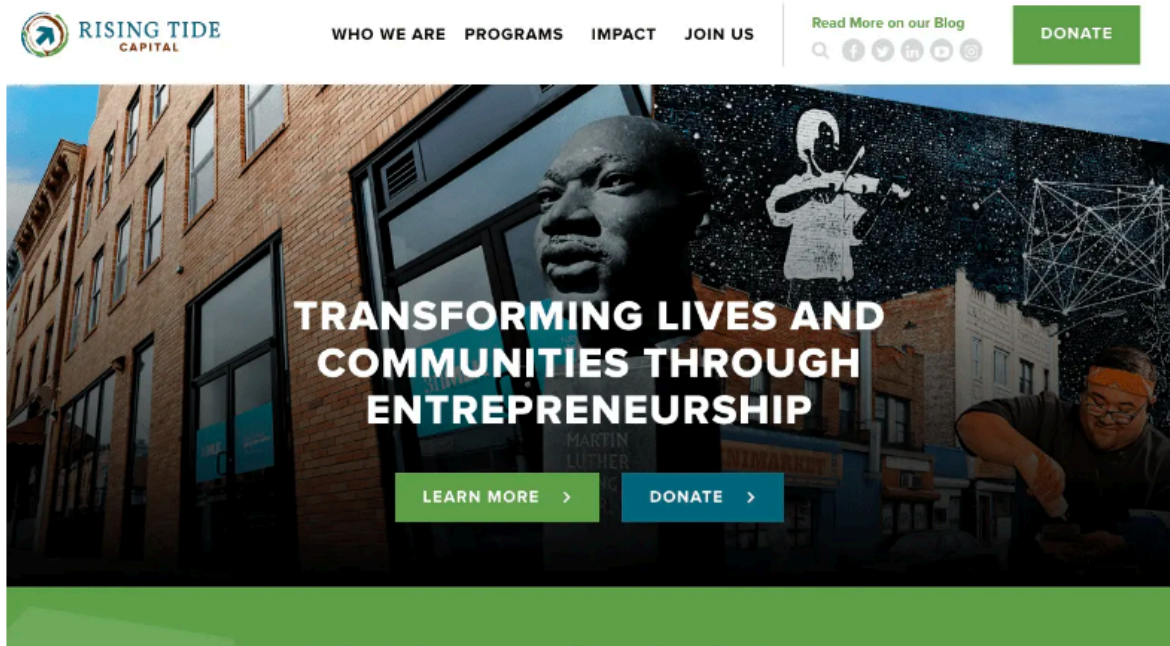


Image source: <https://risingtidecapital.org/>

Rising Tide Capital is a non-profit community that provides resources for entrepreneurs in certain communities nationwide.

**What makes it outstanding:**

- Use of numbers, stats, social proof, and case studies to demonstrate value.
- Comprehensive calendar that shows all the upcoming sessions, online meetups, and in-person events. Plus, you can easily click on the events to get tickets, request information, or contact the specific community moderator.
- As with the Amibar website the current webpage uses a large eye catching background image that sparks interest in the current project or it could be to promote a forthcoming event.

## Smart Recovery



Image source: <https://www.smartrecovery.org/>

SMART Recovery is an online community for people struggling with addiction. Their website is fantastic at demonstrating its value, helping visitors find where they need to go, and building a community website that is safe and secure.

### **What makes it outstanding:**

- There is a lot of information available directly from the splash and it is done while still looking uncluttered.
- Good easy to use navigation with appropriate resources and outside links easy to get to that are very relevant to the visitor
- Direct access to meetings and announcements are highlighted.

## **Objective:**

Create a clean, minimalist front page for our community council website, where the search bar is the central feature.

The page should be uncluttered yet highly functional, allowing users to quickly find what they need.

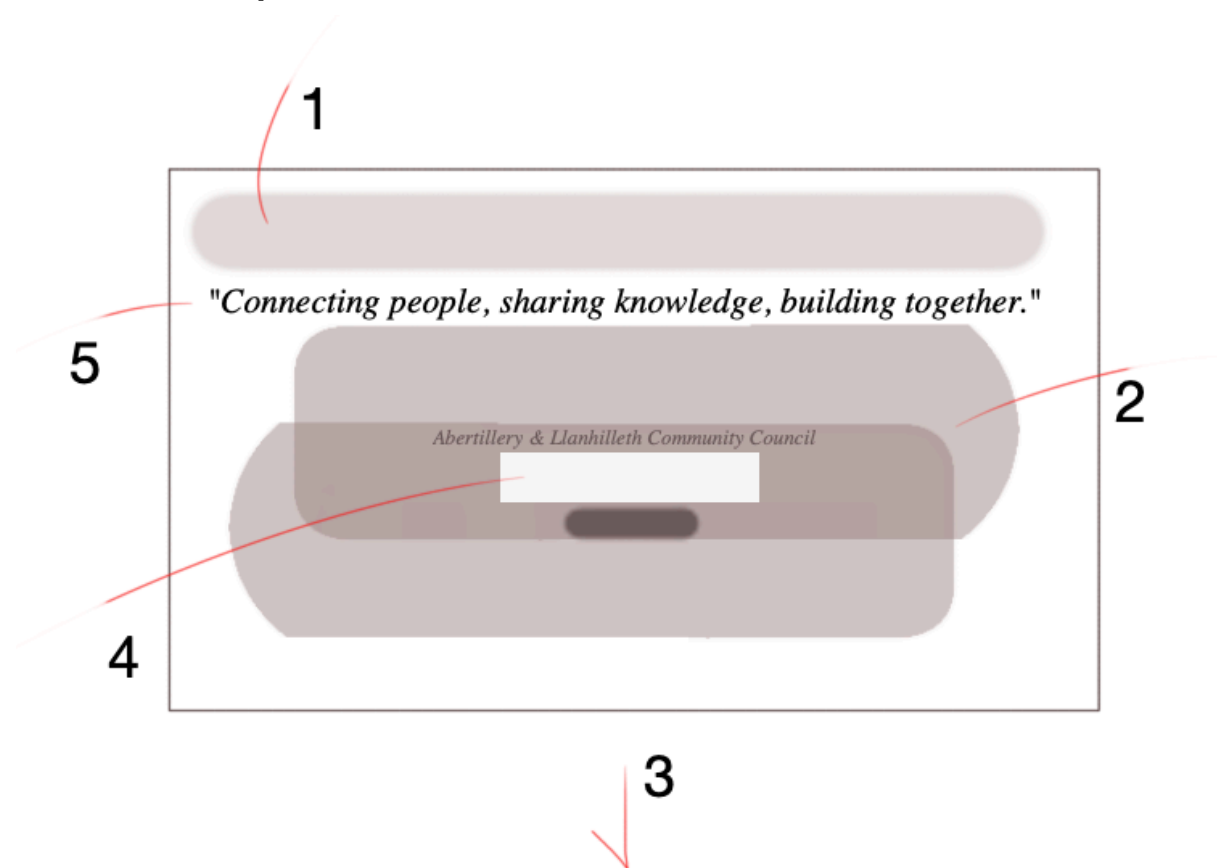
## **Key Features of the splash page:**

- **Search Bar (Primary Focus):** Positioned centrally, acting as the main interaction point.
- **Navigation Tool:** A small, simple menu for essential links.
- **Logo:** A subtle yet recognizable logo representing the community. Do we need a logo? It looks dated and is not compatible with WWW accessibility rules.
- **Strapline:** A concise sentence that highlights the strength and purpose of the community council.
- **Scrollable:** The page scrolls below the splash area and then delivers further information - possibly news and events, upcoming meetings, grants, contact information.
- **Cross platform:** Site needs to work on all devices.

## **Design Style:**

- Uncluttered, simple, and intuitive (similar to Google's approach).
- Good amount of space for a clean, breathable look.
- A visually balanced layout with minimal distractions.
- Accessible to W3 requirements and beyond? Later stages we could test the site with actual impairments.

For Example:



1. Navigation tool with links here to social media
2. Faded images of council events or community art relating to the area
3. Scroll down for more detailed content \*like [Smart Recovery](#)
4. The search field. Has a list of most popular searches before the person types anything, we have control then over what comes up there could be user generate, we make it up or a bit of both
5. Strapline

Examples (AI-generated):

# Straiblk wærd Orpumbilis

Sroaaphle to rekbulidk comen.

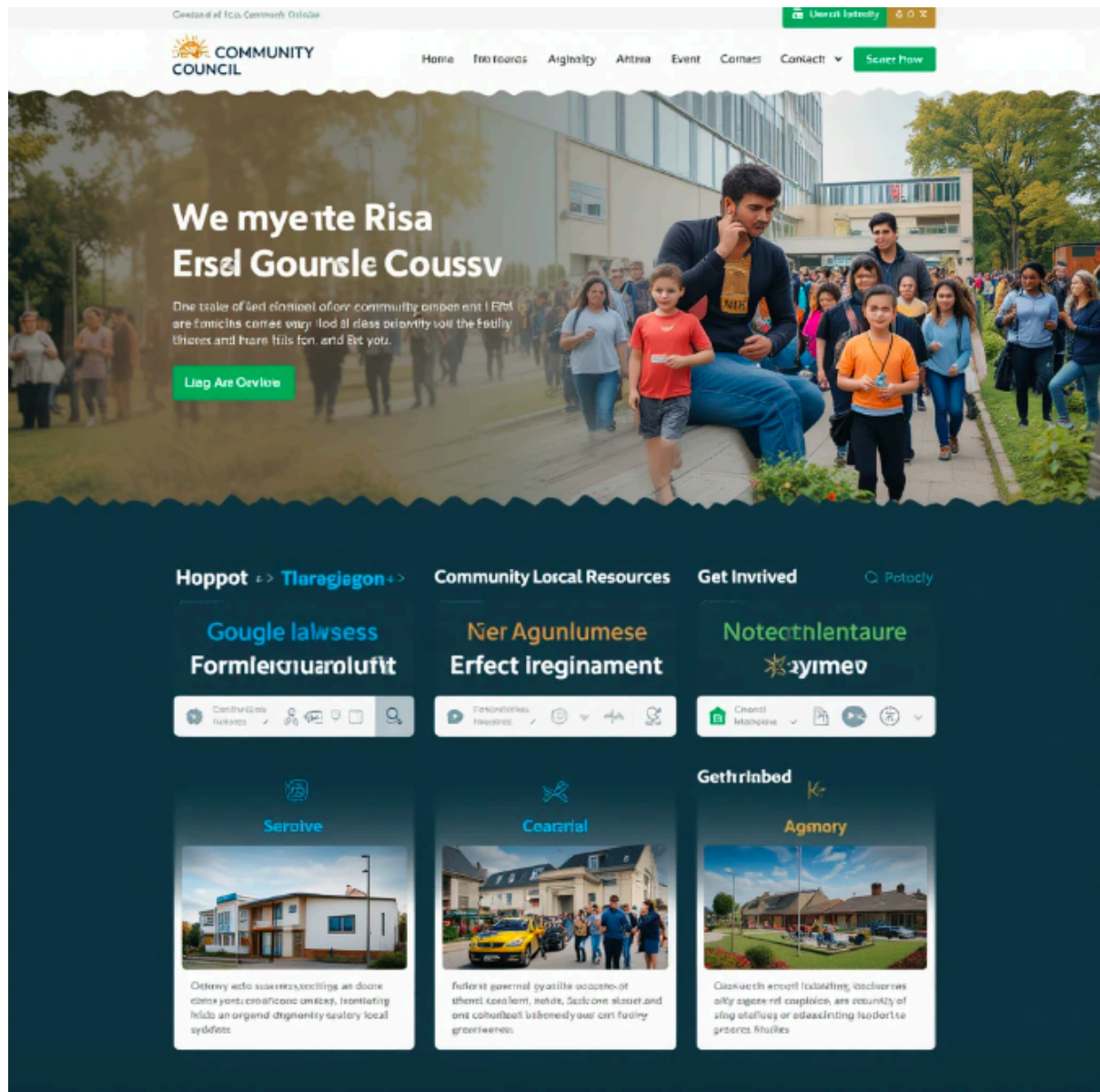
[Search](#)

[Percent](#)

[Radit up](#)







## Information Architecture flow

In a text format the current site is below. This needs to be made more concise/easy to navigate:

### Home

- Introduction to the council and its mission
- Latest news and announcements
- Contact information

### 2. Your Council

- Council Members
- Council Staff
- Council Responsibilities
- Council Policies

### 3. Committees and Meetings

- Committee Structures
- Meeting Agendas
- Meeting Minutes
- Public Participation Guidelines

### 4. Community

- Local History
- Community Events
- Local Facilities
- Tourism Information

### 5. News and Events

- Council News
- Upcoming Events
- Event Archives

### 6. Accounts

- Financial Reports
- Budget Information
- Audit Notices

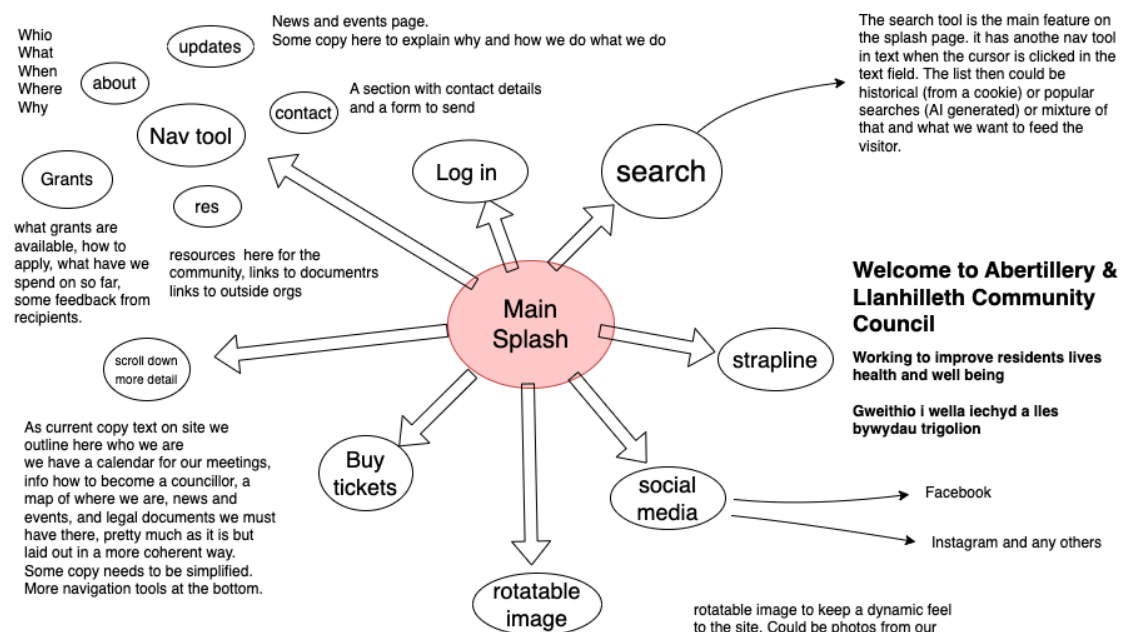
### 7. Contact Us

- Contact Form
- Office Location and Hours
- Staff Contact Details

All information needs to be minimum of clicks from the splash page.

We need to decide on how this flows and deliver a consensus to our designers.

My suggestion to start us off (remember not to clutter the splash)





The Google splash page (its homepage) is so successful because of its **simplicity, speed, and brand recognition**. Here's why it works so well:

## 1. Minimalist Design

- Unlike cluttered homepages (like early Yahoo! or MSN), Google keeps it simple: a logo, a search bar, and a few links. This makes it clean, easy to use, and fast.

## 2. Lightning-Fast Load Time

- The page is lightweight, meaning it loads almost instantly. This ensures a smooth user experience, even on slow internet connections.

## 3. Focus on the Core Function

- The design centers around **search**, which is Google's main product. No distractions, no extra fluff—just the search bar.

## 4. Brand Recognition & Trust

- The Google logo is iconic. Over the years, it has become a symbol of reliability and efficiency, reinforcing trust.

## 5. Doodles Keep It Fresh

- Google Doodles (special illustrations or animations) add variety and fun to the homepage without making it overwhelming.

## 6. Universal Usability

- The simple design works across **all devices** (desktop, mobile, tablets) with no need for modifications.

## 7. Psychological Impact

- The uncluttered look gives a sense of **control**—users feel like they're entering a space where they can find exactly what they need without distractions.

- Developed by Cllr. Ben Owen-Jones

*Website Vision Initial Questions - March 18 2025*

Question	Answer
Who is the primary audience for the website?	
What are the key objectives of your new website?	
What features must be included on the new website?	
How would you like meeting minutes, agendas, and reports to be organised and accessed? (e.g. by date or searchable archive)	
Are there specific keywords or phrases you'd like the website to target to improve search engine rankings?	
Do you have existing branding guidelines (colours, logos, fonts)?	
What type of design best represents the council?	A: Traditional & formal (classic, authoritative, structured) B: Modern & professional (clean, simple, contemporary) C: Community-focused & engaging (vibrant, welcoming, friendly) D: Other (specify)
Are there specific elements you want included in the design?	
Do you have any design inspirations or websites you like?	
What type of homepage layout do you prefer?	A: Static (fixed homepage with core information) B: Dynamic (news updates, announcements, upcoming meetings) C: Other (specify)
Should the website be designed with a focus on mobile-first users?	A: Yes, mobile accessibility is a priority B: No, but it should work well on all devices
Are there any colours, design elements, or imagery that should be avoided?	
What key information or features should be prominently displayed on the homepage?	
What types of events do you plan to host that will require ticket sales?	
How would you like to handle ticket sales?	A: Directly through the website B: Redirecting to a third-party ticketing platform C: Both D: Other (specify)
Which payment gateways do you prefer for processing ticket sales? (e.g. Stripe, PayPal, bank transfer)	
Would you like to collect additional information from attendees during ticket purchase?	A: Yes, such as dietary requirements, accessibility needs etc. B: No, basic information is fine
Do you have a preferred event ticketing plugin or system in mind?	