North Belfast Advice Partnership BRIEF

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North Belfast Advice Partnership

Belfast Advice Partnership provides advice, financial support,debt management, budgeting, housing advice and practical support to address food poverty.

Across the five partners the Partnership provides advice, financial support,debt management, budgeting, housing advice and practical support to address food poverty.

They are there for individuals who may live alone, families and even of people who are living together.

The Project

The aim of the project is to bring the five members of the North Belfast Advice Partnership in under one brand. Together as a team we will create a brand identity (logo), and a Wordpress website. Each individual organisation has their own branding but our mission is to create an identity which incorporates all 5 organisations working together and the services they offer. As the organisations are based in North Belfast the colour palette needs to be a neutral for all of the communities.

Our Aims

- Create a visual identity and brand
- Bring together all the advice services under one brand
- Develop a website which showcases the amazing work of the partnership
- Incorporate a live social media feed on to the website
- Create a short video or motion graphic showing the work which the company has done in the past
- Create a range of templates of print materials, advertising, social media and merchandise

Target Audience

North Belfast Advice Partnership are an organisation which supports people by providing free advice across north Belfast. This means that their target audience would be people in the community who are experiencing poverty, debt and in some cases homeless.

As a team we are aware of digital poverty so not everyone were have access to wifi and or technology to view a web site. As a result social media is key to engage individuals who need support. We need to develop a responsive website to address this issue as many people will access support using their mobile phone through social media platforms.

Business cards with all the necessary information included on them is a simple and effective way to reach put to those who may not have full access to technology. It might be useful to develop an appointment card with contact details clients could use to track their next appointment.

We aim to advertise the organization's services to design and create leaflets and posters which can be on display around the popular areas throughout North Belfast.

Deliverables

At the end of the semester, our team will deliver a responsive Website for the NBAP which pages for each partnership explaining which services they provide including which of the five partners can provide this advice for individuals.

We will create a brand for NBAP which would involve colour pallets, fonts and a logo which will be eye- catching and help attract more people to go to the organization.

We will create digital brand for the North Belfast Partnership Board as each of the Partner organisation have their own visual identity and brand. The as the NBAP are currently using a range of social media and have a large following on both Face Book and Twitter. They want to harness this by including live posts and events on the website.

Tone, Message and Style

Tone:
The tone of the site and any designs we do will be very friendly and inviting so people feel welcome and not intimidated or be worried about looking for advice with NBAP. A friendly and inviting tone will help make people feel more comfortable about contacting NBAP with any advice they need.

Style:
The style of the site will be friendly and welcoming as well as formal because NBAP are there to help to build confidence with the user to seeking advice from NBAP when sharing their current financial, housing or debt difficulties with staff of the NBAP

Message:
The website will clearly set out the type of advice which member of the partnership offersthis advice to the community in North Belfast.

Benchmarking

Category	Feature	Advice Space	Citizens Advice	Advice NI
First Impression	**Aesthetics**	Hero Image first page	A lot of text	A bit of text and a BIG title
	Target Audience	Clearly shows target Audience on first page	Clearly shows target Audience on first page	Clearly shows target Audience on first page
	Aim	Shows aim on first page	Shows aim on first page	Only shows a bit of aim on the first page
Feel & Look	**Responsive**	Yes	Yes	Yes
	Content In prime position	Hero Image and Text	Text and gives you the option to pick the location you want	Not a lot of content very little
	Body Font	Sans Serif	Helvetica	Adelle sans
	Logo	In the top right corner	In the top right corner	In the top right corner
Navigation	**Menu**	Fully exposed	Fully exposed	Fully exposed
	Analytics	Google	Google	Google
	Menu Bar	Top of screen	Top of screen and right side	Top of screen but also has sub drop down bars
	Contact Us	At the bottom of first page and phone number at the top	Own page for contact us with a lot of subpages that give more contact information like a live chat	In menu bar with a lot of information
	Clicks to Contact	None just a scroll	One click	One click
Content	**Outdated content**	None	None	None
	Social Media	On all pages at the right side	All on right side	Bottom of Screen
	FAQ section	One click on the nav bar	None	None
	Privacy Policy	Bottom of the screen	Bottom	In contact page
Search	**Search Bar**	None	Yes	Yes
	Type of Search Bar	None	Type	Type
Functionality	**Load Time**	2.4	3.2	3.1
	Email subscription	None	None	None
Accessibility	**How many fonts**	3	4	2
	Clear Headings	Yes	Yes	Yes
	Links are easy to notice	Yes	Yes	Yes
	Underline Hyperlinks	No but they change colour	No but they change colour	Some are at the bottom
	Hyperlinks change colour when visited	No	No	No

Benchmarking

Category	Feature	Foodbank for the heartland	The Trussell Trust	Stoke on Trent foodbank
First Impression	**Aesthetics**	Hero Image of a child on the first page, catches attention	Good use of colour.	A bit of text and a BIG title
	Target Audience	A good amount of text. Eye-catching	Various small images accompanied with a slogan to the left.	Clearly shows target Audience on first page
	Aim	Clearly shows target Audience on first page	Brief idea of the target audience but could be better	Clearly shows target Audience on first page
Feel & Look	**Responsive**	Expresses aims through its slogan on the first page.	Shows aim on first page	Only shows a bit of aim on the first page
	Content In prime position	Yes	Yes	Yes
	Body Font	Hero Image and Text	Text and gives you the option to pick the location you want	Shows work they have done in the past
	Logo	Calibri		Arial
Navigation	**Menu**	In the top left corner	In the top left corner	In the top left corner
	Analytics	Fully exposed	Fully exposed	Fully exposed
	Menu Bar	Google	Google	Google
	Contact Us	Top of screen	Top of screen	Top of screen
	Clicks to Contact	In the navigation bar at the top	In the navigation bar at the top	In the navigation bar at the top
Content	**Outdated content**	None just a scroll	One click	One click
	Social Media	None	None	None
	FAQ section	On all pages at the right side	All on right side	Bottom of Screen
	Privacy Policy	One click on the nav bar	None	None
Search	**Search Bar**	Bottom of the screen	Bottom	In contact page
	Type of Search Bar	None	Yes	Yes
Functionality	**Load Time**	None	Type	Type
	Email subscription	2.4	3.2	3.1
Accessibility	**How many fonts**	None	None	None
	Clear Headings	3	4	2
	Links are easy to notice	Yes	Yes	Yes
	Underline Hyperlinks	Yes	Yes	Yes
	Hyperlinks change colour when visited	No but they change colour	No but they change colour	Some are at the bottom

Benchmarking

Category	Feature	East Belfast Independent Advice Centre	SENAC
First Impression	**Aesthetics**	Nice use of colours, but the layout is very confusing	Hero image and text, Very professional feel
	Target Audience	Clearly shows target Audience on first page	Clearly shows target Audience on first page
	Aim	Shows there aims in the mission statement	Shows aim on first page
Feel & Look	**Responsive**	No	Yes
	Content In prime position	Content is scatter over the place	Text and gives you the option to pick the location you want
	Body Font	Sans Serif	Sans Serif
	Logo	In the top left corner	In the left right corner
Navigation	**Menu**	Fully exposed	Fully exposed
	Analytics	Google	Google
	Menu Bar	Top of screen	Top of screen
	Contact Us	Contact us section under the logo on top right	In the navigation bar & footer
	Clicks to Contact	None	One click & footer
Content	**Outdated content**	None	None
	Social Media	None	In the navigation bar on all pages
	FAQ section	None	In the navigation bar
	Privacy Policy	In the footer section	Bottom
Search	**Search Bar**	None	None
	Type of Search Bar	None	None
Functionality	**Load Time**	1.8	2.1
	Email subscription	None	None
Accessibility	**How many fonts**	2	4
	Clear Headings	Yes	Yes
	Links are easy to notice	Yes	Yes
	Underline Hyperlinks	Yes	No but they change colour with mouse over hovering
	Hyperlinks change colour when visited	No	Yes

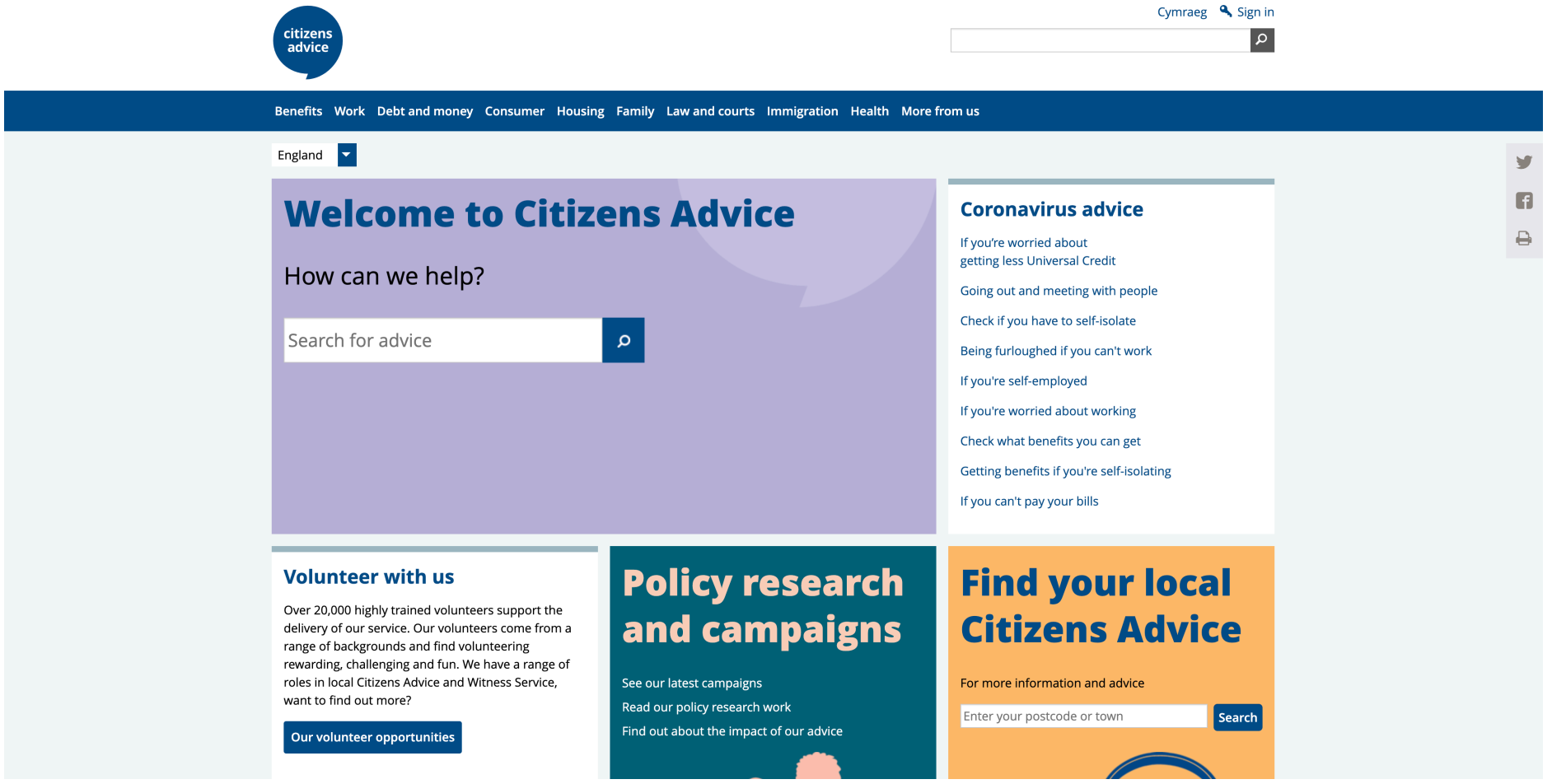
Benchmarking

Advice Space

Advice space is a great site with a lot of information and images. It is very easy to navigate and understand what the aim of the page is from the start. We recommend using less large imagery throughout the site because it is overcrowded. I do enjoy the incorporation with parallax scrolling on the pages. The colour pallet is very nice. I don't like the donate button Our analysis reveals that is not a modern approach to web design, it is a bit outdated and looks very fake and does need to be updated. The overall site is very good, and that is a great site to look at.

Benchmarking

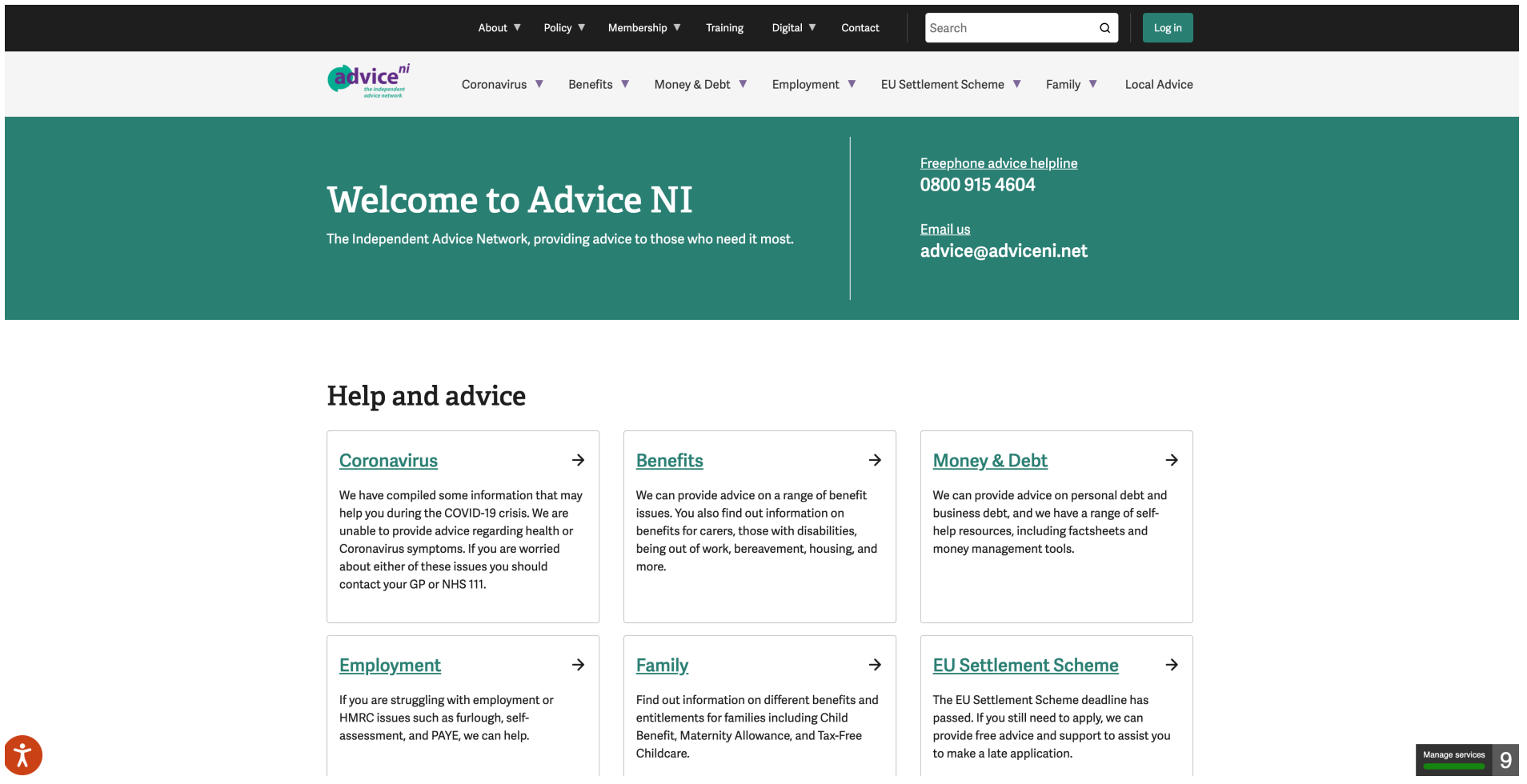
Citizens Advice UK



Citizens Advice is a page with a lot of text and not a lot of images, it does use graphics throughout the site, but haven't seen any images and do feel if it added images, it would look more visually pleasing. The idea of changing location is very good but could be made a bit easier for some people who might not notice. Their aim is right from the start, and you know what they want to do but overall, we feel they could have a lot less text and a lot more images for the audience.

Benchmarking

Advice NI



Advice NI is a great site with a great colour pallet and a lot of information throughout the site it's the same as citizens advice and it could have more images than text, they do use graphics which does help visually. The fact they use a map to show their difference branches around Northern Ireland is good for the target audience to find a centre. They do have a lot of information to help their target audience get the advice they are looking for.

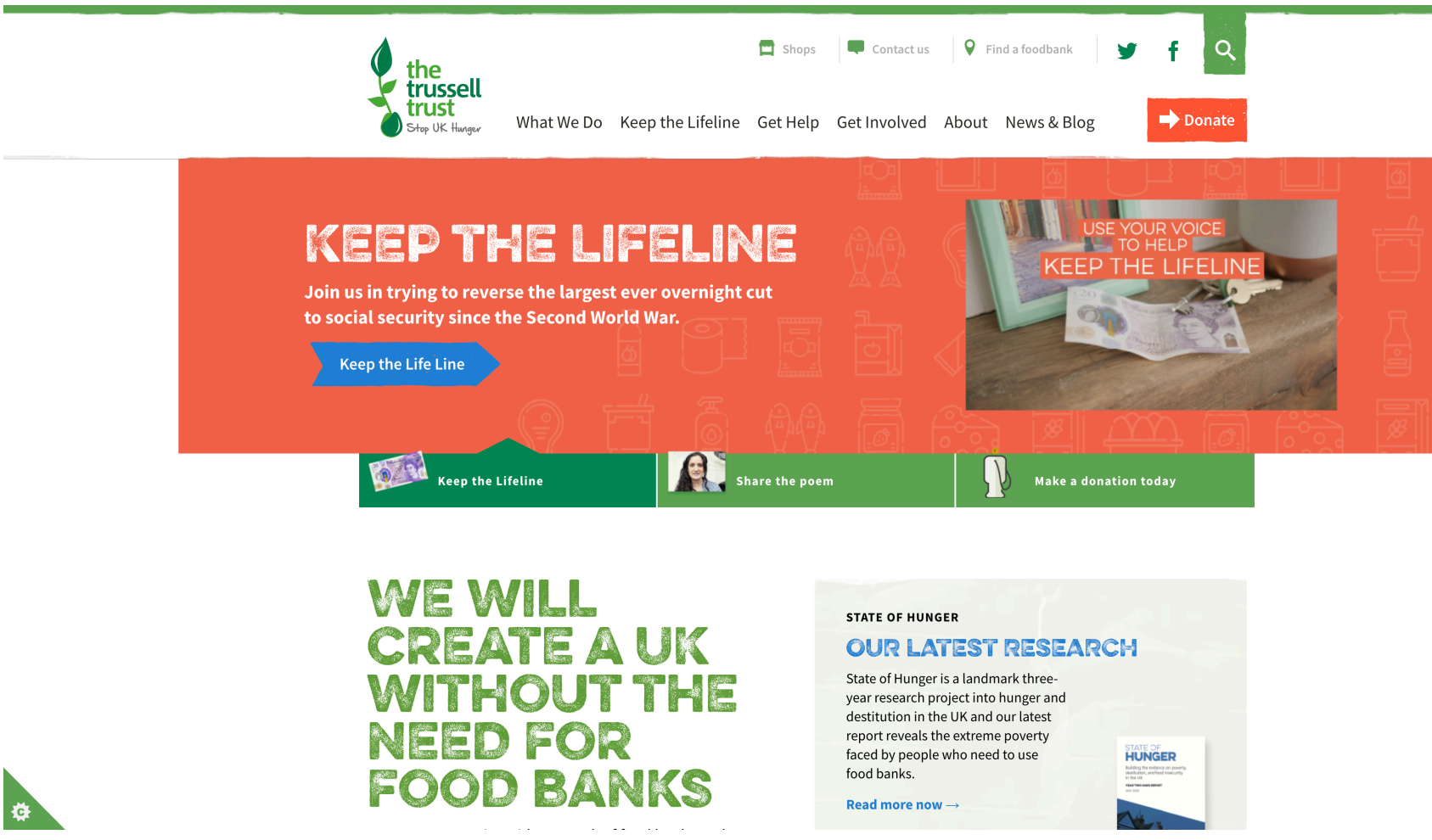
Benchmarking

Foodbank for the Heartland

Foodbank for the Heartland is a well laid out website which is clear and easy to use. The colours used throughout this website complement each other nicely for a friendly and inviting aesthetic. The hero image of the young girl is an affective way to catch the users attention and is a great technique to persuade them to donate to the cause.

Benchmarking

The Trussell Trust



The Trussel Trust website is another good example. The layout is pleasing to the eye and the colours work well together. There is only one image but the page doesnt seem over-crowded with text. The bold font style makes the text easy to read, especially because they have all the text in caps.

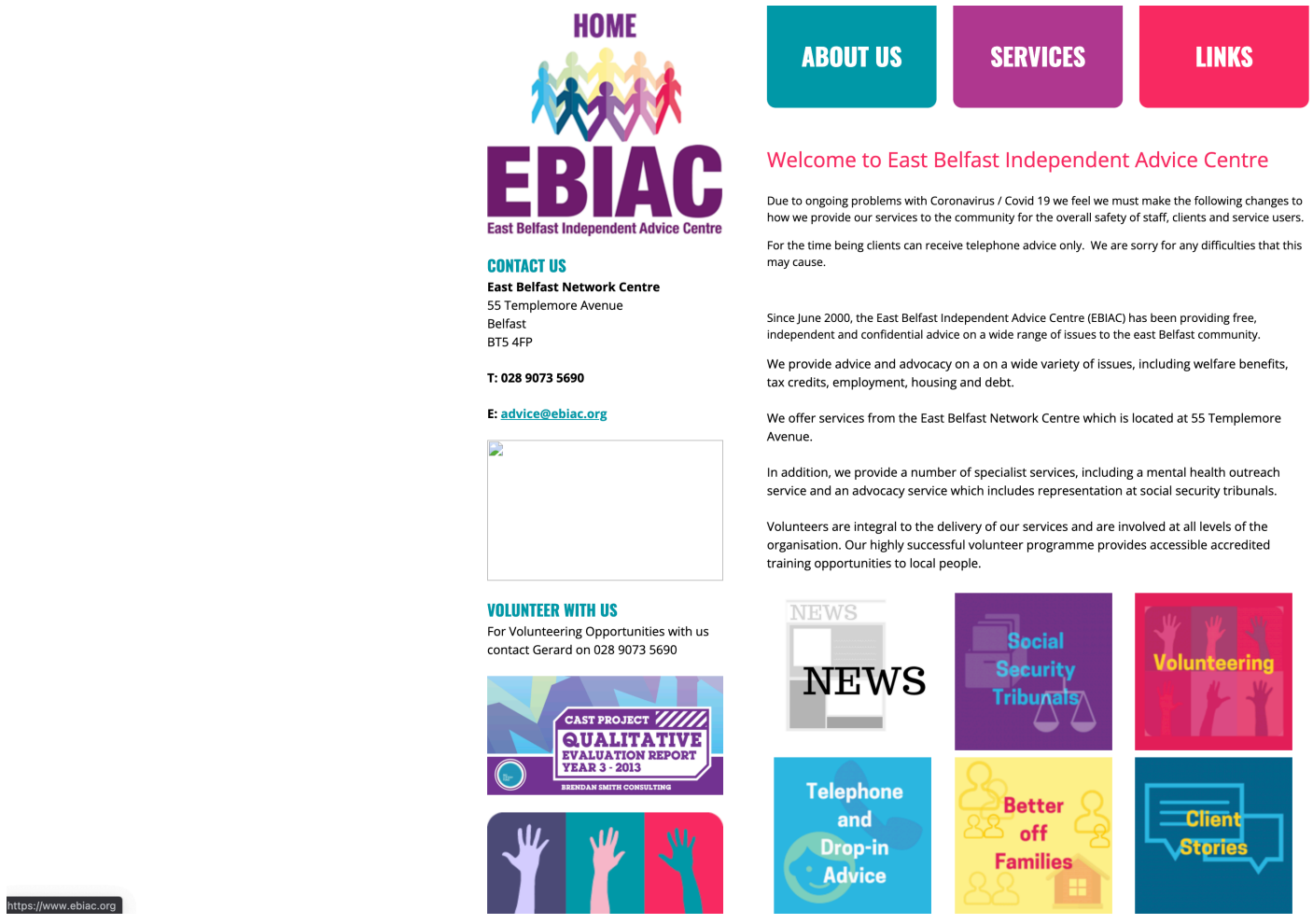
Benchmarking

Stoke on Trent Foodbank

The website for Stoke on Trent's foodbank is similar to the Trussel Trust's due to them being owned by the same chain of foodbanks, but they tend to have more use of images. Personally, I think there are too many images and prefer the general layout of the trussel trusts website. One thing that catches my eye about this web page is the great use of icons at the bottom, which i would highly consider for the creation of our own website.

Benchmarking

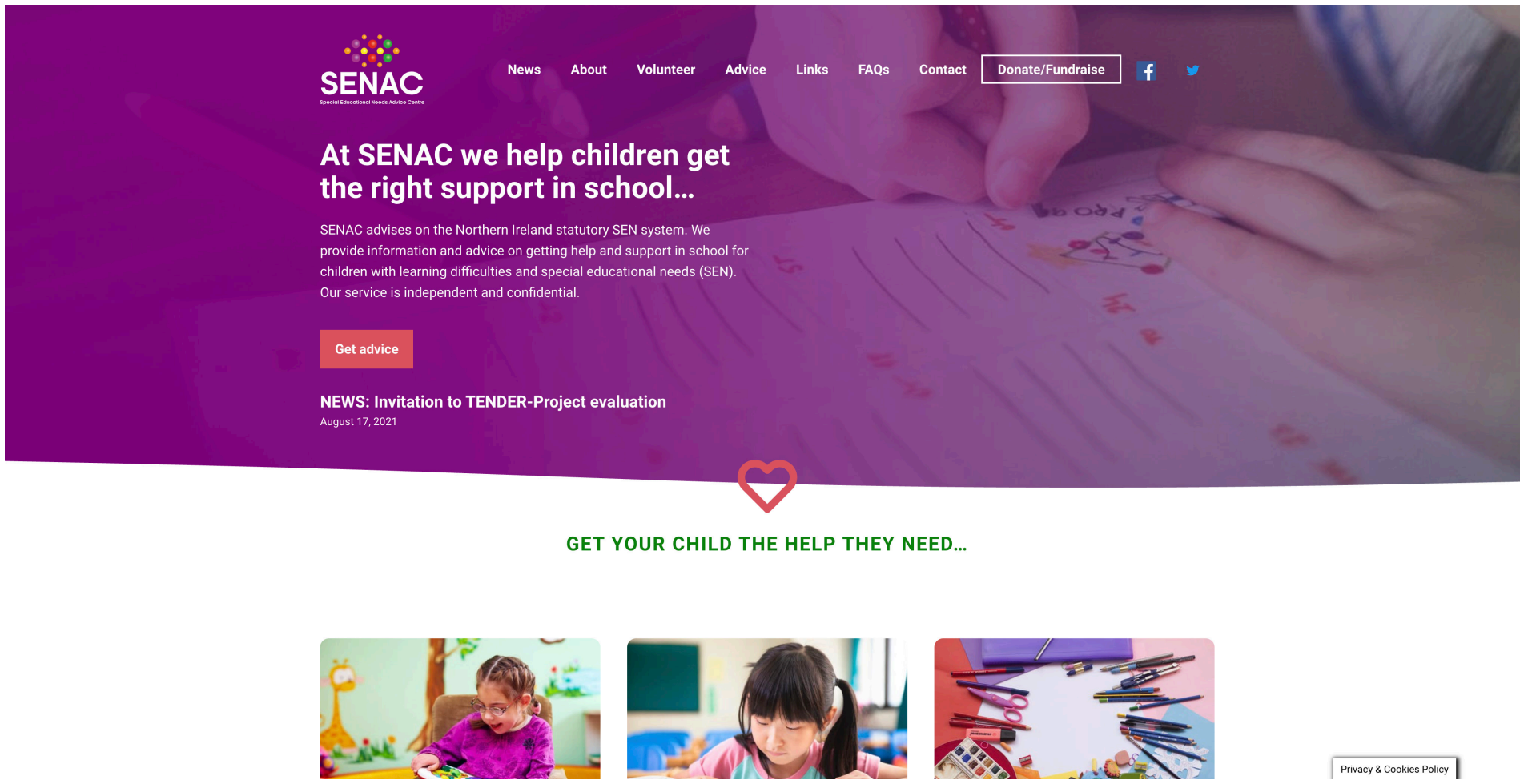
East Belfast Independent Advice Centre



East Belfast Independent Advice Centre is an example of a poor quality website. Althrough the content is easily accessable it is not visually pleasing. It has an overwhelming amount of icons on the landing pages which leads to a very messy and unprofessinal look and feel.

Benchmarking

SENAC



SENAC is an example of a good website with a professional look and feel when using. The content is layed out on relavent pages, social media icons easily accessible and makes use of a device responiveablity.

Budget

As this project is part of a University module this is not billable work, but there will be certain costs such as:

Wordpress / Hosting:

Godaddy - 36months £7.99(monthly) / £287.64(yearly)
- 12months £8.99(monthly) / £215.76(yearly)

Ionos - Domain £1(monthly) / £10(Yearly)

Wordpress - £20(monthly) / £240(yearly)

Appointment Cards

Solopress - 2,500 cards £28.51

Vistaprint - 2,000 cards £30.87

Moo - 2,00 cards £379

Timeframe

Each of the three team members are required to work on different designs on a design deck, which will be pitched to the client in week 8. This will allow the organisation to select their favourite design work before selecting a final design. Once this has been completed, the group will then work on the final design and present to the client in week 12.

Week 1 - Meet the client
Week 2 - Bench Marking
Week 3 - Bench Marking
Week 4 - Start project brief
Week 5 - Work on project brief
Week 6 - Finish project brief
Week 7 - Start design deck
Week 8 - Present design deck to client
Week 9 - Project work
Week 10 - Project work
Week 11 - Project work
Week 12 - Project daedline (Friday 10th December)

Meet The Team

Ryan

Skills:

Photoshop
& Design

Shane

Skills:

Video
& Editing

Paul

Skills:

Web-Design
& Code