

North Belfast Advice Partnership **BRIEF**

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Team Members

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Community Partner

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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 offer this 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
	Outdated content	None	None
Content	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 Bar	None	None
Search	Type of Search Bar	None	None
	Load Time	1.8	2.1
Functionality	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

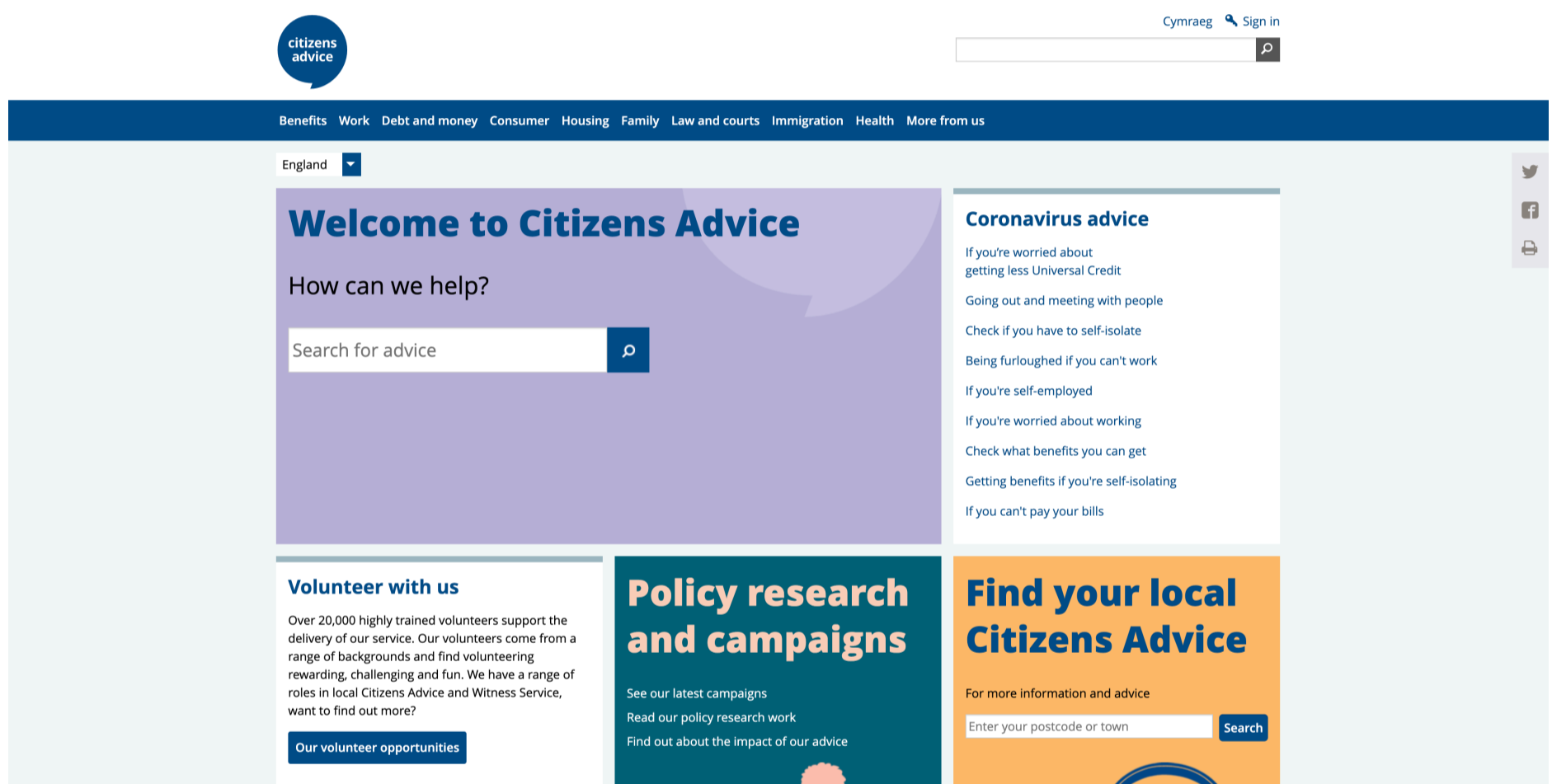


What we do

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

The screenshot shows the homepage of Advice NI. At the top, there is a navigation bar with links for About, Policy, Membership, Training, Digital, and Contact. A search bar and a Log in button are also present. Below the navigation bar, the Advice NI logo is displayed, followed by a secondary navigation menu with links for Coronavirus, Benefits, Money & Debt, Employment, EU Settlement Scheme, Family, and Local Advice. The main content area features a large green banner with the text "Welcome to Advice NI" and "The Independent Advice Network, providing advice to those who need it most." To the right of this banner, contact information is provided: "Freephone advice helpline 0800 915 4604" and "Email us advice@adviceni.net". Below the banner, a section titled "Help and advice" contains six cards, each with a category name and a brief description of the services offered. The categories are Coronavirus, Benefits, Money & Debt, Employment, Family, and EU Settlement Scheme. A small orange icon of a person is visible on the left side of the page, and a "Manage services 9" button is located in the bottom right corner.

Help and advice

- Coronavirus** → We have compiled some information that may help you during the COVID-19 crisis. We are unable to provide advice regarding health or Coronavirus symptoms. If you are worried about either of these issues you should contact your GP or NHS 111.
- Benefits** → We can provide advice on a range of benefit issues. You also find out information on benefits for carers, those with disabilities, being out of work, bereavement, housing, and more.
- Money & Debt** → We can provide advice on personal debt and business debt, and we have a range of self-help resources, including factsheets and money management tools.
- Employment** → If you are struggling with employment or HMRC issues such as furlough, self-assessment, and PAYE, we can help.
- Family** → Find out information on different benefits and entitlements for families including Child Benefit, Maternity Allowance, and Tax-Free Childcare.
- EU Settlement Scheme** → The EU Settlement Scheme deadline has passed. If you still need to apply, we can provide free advice and support to assist you to make a late application.

Manage services 9

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



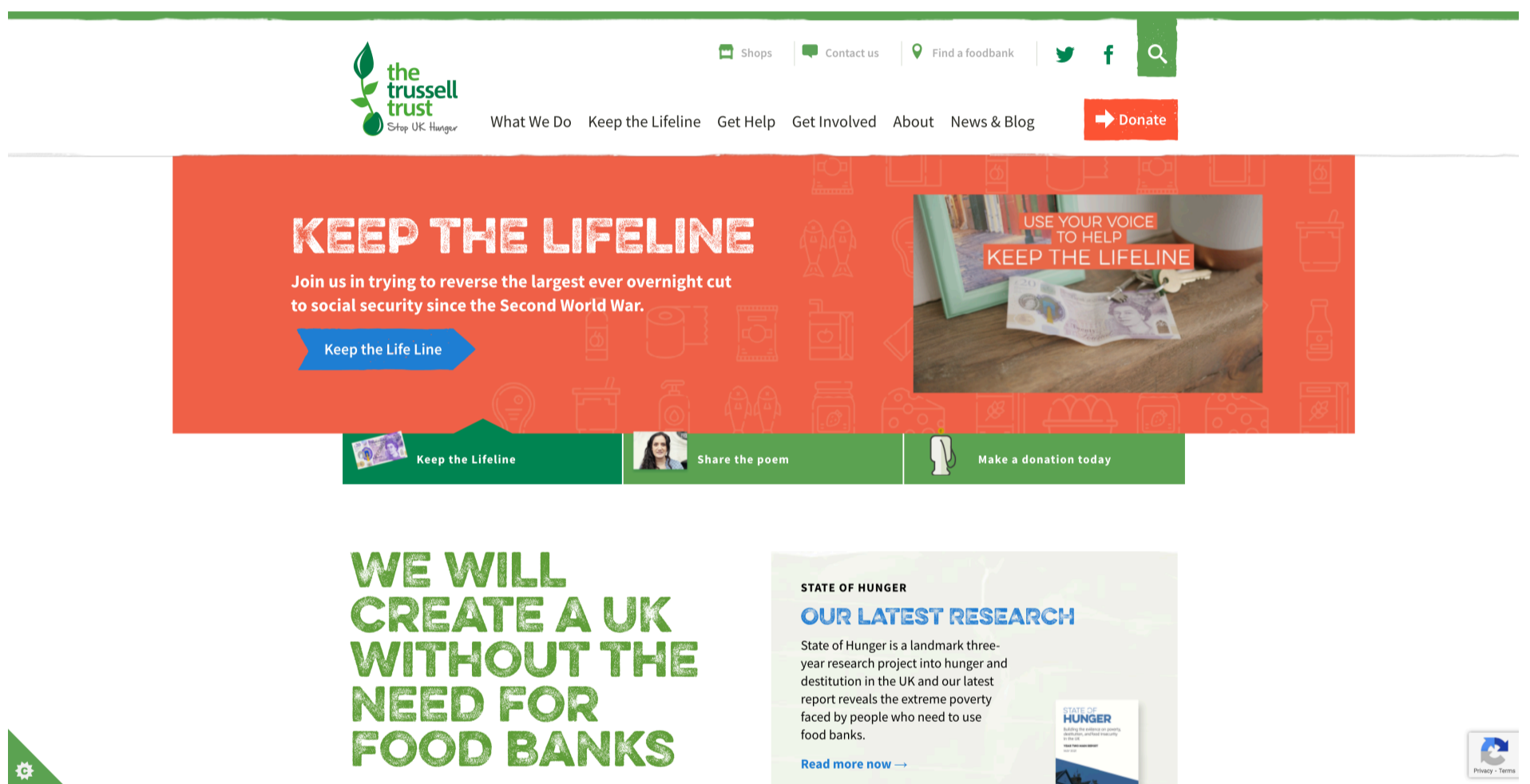
Latest Happenings & Featured Links



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 Trussell 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 doesn't 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 screenshot shows the website for Stoke-on-Trent Foodbank. At the top right, it says "Seeded by The Trussell Trust". The navigation menu includes "Home", "About", "Get Help", "Locations", "Give Help", "News", and "Contact Us". A red "Donate" button is visible. The main content area features a headline: "STOKE-ON-TRENT FOODBANK HELPING LOCAL PEOPLE IN CRISIS" with a "Learn more" button. Below this is a grid of five images: a woman in a red shirt, a large stockpile of food, a foodbank van, a group of people, and a table of food. At the bottom, three statistics are displayed with icons: "17,000 PEOPLE GIVEN FOOD" (with a plate icon), "2012" (with a building icon) and "we have been helping people in the Stoke-on-Trent area since May 2012", and "1 IN 5" (with a group of people icon) and "of the UK population live below the poverty line".

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

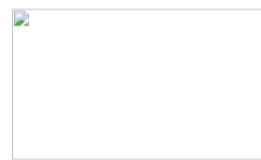


CONTACT US

East Belfast Network Centre
55 Templemore Avenue
Belfast
BT5 4FP

T: 028 9073 5690

E: advice@ebiac.org



VOLUNTEER WITH US

For Volunteering Opportunities with us
contact Gerard on 028 9073 5690



ABOUT US

SERVICES

LINKS

Welcome to East Belfast Independent Advice Centre

Due to ongoing problems with Coronavirus / Covid 19 we feel we must make the following changes to how we provide our services to the community for the overall safety of staff, clients and service users.

For the time being clients can receive telephone advice only. We are sorry for any difficulties that this may cause.

Since June 2000, the East Belfast Independent Advice Centre (EBIAC) has been providing free, independent and confidential advice on a wide range of issues to the east Belfast community.

We provide advice and advocacy on a wide variety of issues, including welfare benefits, tax credits, employment, housing and debt.

We offer services from the East Belfast Network Centre which is located at 55 Templemore Avenue.

In addition, we provide a number of specialist services, including a mental health outreach service and an advocacy service which includes representation at social security tribunals.

Volunteers are integral to the delivery of our services and are involved at all levels of the organisation. Our highly successful volunteer programme provides accessible accredited training opportunities to local people.



NEWS



Social Security Tribunals



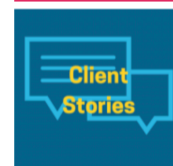
Volunteering



Telephone and Drop-in Advice



Better off Families



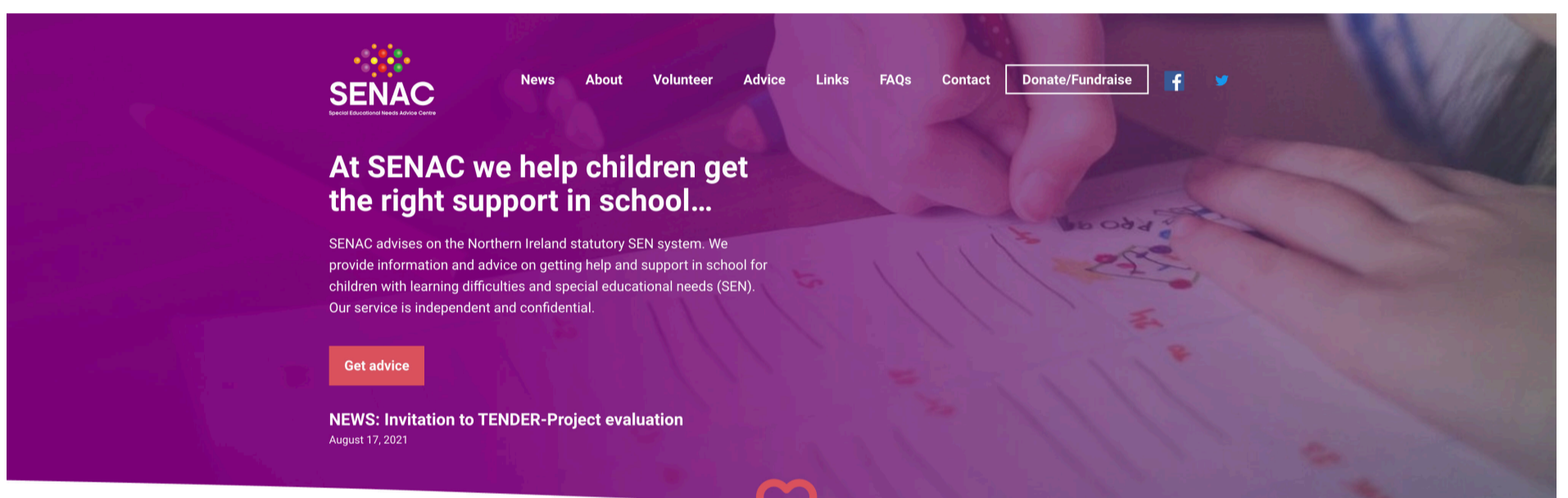
Client Stories

<https://www.ebiac.org>

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

Benchmarking

SENAC



GET YOUR CHILD THE HELP THEY NEED...



Privacy & Cookies Policy

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

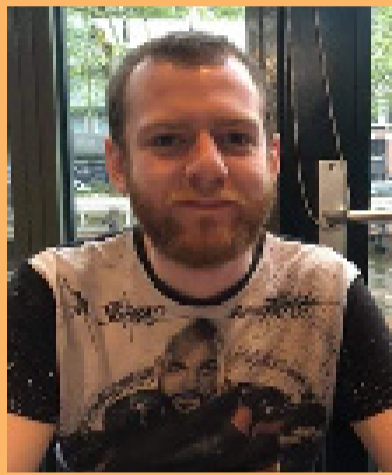
Ryan



Skills:

Photoshop
& Design

Shane



Skills:

Video
& Editing

Paul



Skills:

Web-Design
& Code